

AmCham.PL QUARTERLY

The official magazine of the American Chamber of Commerce
in Poland

3/2023



VOL VI, No.3 • ISSN 2545-322X

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INSIDE: NEARLY 190 PHOTOGRAPHS FROM AMCHAM EVENTS

AmCham Advisory Council

The Advisory Council of the American Chamber of Commerce in Poland is engaged in shaping the AmCham advocacy for better investment, creating policies and working with key policy-makers to address important relevant issues. The crucial role of companies gathered in the Advisory Council is emphasized by the special client care AmCham provides to these premium members and the opportunity they have to cooperate at the highest level, including business-to-government dialogue, networking events as well as priority at other AmCham events.



IT'S YOUR AMCHAM



IT'S YOUR DEBATE

"There are some 2,000 Polish companies doing business with Ukraine at present. They have the enormous advantage of understanding the Ukrainian market and the experience of how to work with Ukraine's administration and companies, which cannot be underestimated in the rebuilding and recovery processes."

Jadwiga Emilewicz, Government Plenipotentiary for Polish-Ukrainian Development Cooperation, p. 19

"Poland supports Ukraine's bid for EU membership and is interested in helping Polish companies participate in rebuilding the Ukrainian economy."

Szymon Andrzej Szykowski vel Sęk, Secretary of State at the Ministry of Foreign Affairs, p. 28

"In 2020-23, depending on the scenario, the Russia-Ukraine war may cause a loss estimated from USD 242 billion to even USD 920 billion or 7 percent of EU's GDP."

Jarosław Kroc, Chairman, Accenture, p. 21

"The beauty of AI is that it learns constantly and continues to be accurate in its predictions despite the progress in the market."

Adam Mańkowski, Vice President, Zabka, p. 28

"Poland is the second largest producer of car batteries globally. In value, lithium-ion batteries comprise nearly 2.5 percent of Poland's overall exports."

Michał Kucharczyk, Managing Department Director at the Polish Investment and Trade Agency PAIH, p. 22

"Poland does not want to be a simple assembly-line country but use advanced technology not only in information but also in other areas including manufacturing and production."

Radosław Kaskiewicz, Chairman and Managing Director of 3M in Poland, p. 28

"Our main goal is the further intensification of Polish-American cooperation in terms of trade, investment, the power industry, research, and development."

Paweł Szrot, Chief of the Polish President's Office, p. 34

"Automation is an absolute necessity when, firstly, labor costs are rising, and secondly, the availability of employees is decreasing; and in the background, we have a dynamic, variable market both in demand and supply, and we have to quickly adapt to customer expectations."

Krzysztof Krawczyk, Partner, Head of the Warsaw office, CVC Capital Partners, p. 42

"The Polish legal and regulatory framework remains complex and could be improved to further facilitate business operations."

Anna Duvalard, Managing Director, Business Services Center Europe at Gates Corporation, p. 44

"Social media, platforms like YouTube and TikTok, and other digital channels are crucial in PR strategies because a significant portion of young people no longer rely on traditional media, making it difficult to reach them solely through journalists."

Klara Banaszewska, General Manager, Grayling Poland, p. 46

"Poland's dynamic economy and its location as a key transit point in Europe make it a significant market for logistics and moving services."

Piotr Piekarowicz, Country Manager, Move One, p. 48

"Offshore is a new industry in Poland and in order to grow it needs a transfer of know-how and competences from partner companies."

William Gutterman, Chief Investment Officer, Skyborn Renewables, p. 50

YOUR AMCHAM



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AMCHAM.PL QUARTERLY is the official publication of
the American Chamber of Commerce in Poland,
Spektrum Tower, 16th Floor,
ul. Twarda 18,
00-105 Warszawa .
+48 (22) 520-5999
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Printing:



ADVOCACY OF AMCHAM POLAND

Our top issues include:

AmCham Poland supports the collective interests of its members by working to affect changes that improve the business environment in Poland through:

- the close monitoring of Polish and EU regulations;
- position papers, policy statements, and advocacy letters;
- direct and frequent interaction with policy-makers;
- active participation in the rule-making process.

All AmCham Poland's position papers are available at amcham.pl/advocacy.



CHANGES TO THE PHARMA LAW AND RESULTING MARKET THREATS

AmCham is actively involved in resolving the proposed changes to the Pharmaceutical Law Act, changes that envisage significant and concerning changes to the functioning principles of the pharmacy market. The draft act includes, among other things, the explicit prohibition of taking control over entities operating public pharmacies, as stipulated in Article 99 of the Pharmaceutical Law Act. At the same time, the Provincial Pharmaceutical Inspectors would be obliged to revoke permits for operating a pharmacy for entities over which such a takeover of control would occur. The proposed law also provides for the mandatory imposition of a financial penalty on the entity taking control. If adopted, the proposed changes would effectively exclude the possibility of any ownership changes in capital companies operating pharmacies, constituting a blatant violation of the freedom to conduct business.

AmCham had issued its position paper which highlights the procedural form of the proposed changes in the Sejm. The changes are intended to be introduced through the Act amending the Act on State-Guaranteed Export Insurance and certain other acts. However, the proposed law submitted to the Sejm on July 3rd did not mention this. Only on July 11th, during the proceedings of the Parliamentary Committee on Public Finance and the Committee on Economy and Development, was Amendment No. 3 submitted, including the abovementioned changes. The content included in the submitted amendment should be evaluated by the Parliamentary Health Committee, which was also working on the project of the so-called Major Amendment to the Reimbursement Act (DNUR) on the same day. Furthermore, within the DNUR project, a change to the same editorial unit of the Pharmaceutical Law Act (Article 103) is foreseen, to which part of the planned provisions of the discussed amendment will be added. The mere fact of parallel changes to the same provision of the normative act by two different laws constitutes a significant violation of legislative practice, which the Parliamentary Legislative Bureau unsuccessfully pointed out during meeting of the Parliamentary Committee on Public Finance and the Committee on Economy and Development.

It should also be emphasized, taking into account the issues presented above, that this amendment violates the constitutional principle of freedom of economic activity, which can only be limited by law, solely for important public interest, and must meet the requirements of proportionality. The way in which such significant changes for the functioning of the entire pharmaceutical industry were introduced, without prior consultations or impact assessments, and

without justifying the pursuit of the public interest, does not meet constitutional requirements and sends a negative signal to foreign investors in our country by undermining regulatory stability and the business environment. Taking this into account, AmCham has called for intervention and support of our many stakeholders with Sejm, Senate and Government figures in maintaining the status quo regarding the functioning of the pharmacy market, the withdrawal of further proceedings on this amendment, and further actions to improve the quality of the legislative process in Poland and the development of an attractive, predictable, and stable business environment for investors. *The position paper is available on the AmCham website.*

TOP PRIORITIES FOR THE UPCOMING GENERAL ELECTIONS

AmCham has prepared a document outlining the advocacy priorities of U.S. companies operating in Poland in relation to the upcoming parliamentary elections. Besides summarizing the most important advocacy priorities, the document aims to show the impact of AmCham member companies on Poland's economy, and to be used during AmCham's meeting with politicians.

Some of the most important advocacy priorities for AmCham member companies include:

- Stable and predictable laws and regulations;
- Energy transformation;
- Ensuring the development of internet networks and 5G technology;
- Streamlining procedures and reducing the processing time for issuing work permits to foreign nationals;
- Modern vocational education that corresponds to the changing needs of employers and industry;
- Matters of defense and security in Poland.

According to the latest AmCham and SGH Warsaw School of Economics Report, there are currently 1,576 businesses in Poland owned by American entities. These companies have invested USD 26 billion in the country, and the value of their assets is estimated at nearly \$59 billion. Poland is a key location for American businesses in Central and Eastern Europe, with some industries seeing all American investment projects in the region being concentrated in Poland. American investors are also responsible for creating 327,000 jobs in Poland, with over 90 percent of them being employment contracts. American companies have supported Poland during challenging times, such as the COVID-19 pandemic and the situation in Ukraine.

The entire document presenting AmCham's advocacy priorities and Economic Report is available on the AmCham website.

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DEAR AMCHAM MEMBERS,

The third quarter of 2023 is underway, as is the election campaign for the Sejm and Senate. Politics. War. Elections. Investment. During this turbulent time AmCham continues to meet its mission of supporting our members and the investor community.

Throughout the last several months AmCham has delivered key messages and held critical discussions on key issues: defense & security, energy, cybersecurity and cloud development, Ukraine revitalization, and the protection of investments. From our Security Day Conference through the Impact 23' event, meeting with the Chief of the Presidential Chancellery, and our annual meeting at the Ambassador's residence we convey the clear message that American investment plays a critical role in the ongoing transformation and development of Poland.

In conjunction with the Warsaw School of Economics (SGH), AmCham launched its US Investment Impact paper earlier this year. It clearly illustrates the depth and breadth of our companies' assets in Poland and provides a wealth of information about where the market has been and signals where the growth paths are for the future. It is another tool for our members, so please utilize it for best effect.

AmCham's Rebuild Ukraine working group continues its close cooperation with AmCham Ukraine, and the American, Polish, and Ukrainian governments. You can read about several of the engagements in this issue of AmCham Quarterly and I invite our members to reach out if they are not yet involved.

On behalf of the Board and AmCham Team, I would like to thank our sponsors for a magnificent Independence Day celebration at the Royal Castle. It was a wonderful event, great weather, true partnership, and community on display among our member companies and our friends from the governmental, diplomatic and international busi-

ness communities. A big thanks as well to those who helped us support Corporate Aid Ukraine and the Ronald McDonald House through our raffle—big hearts help with big results.

We will continue to engage with our members in diverse ways. The next edition of our mentoring program 30 Under 30 will start in September, and in November we will meet in Wrocław at the Manufacturers Forum.

Throughout the 2023 election cycle AmCham will continue its engagement at the Karpacz Forum with our Diner as well as presence at MSPO and the ABSL Summit. Our message is clear to all stakeholders: the US-Poland strategic relationship is strong in security, trade and investment. We need to work together to ensure it is further strengthened and expanded for the benefit of our countries and our allies.

Pre and post-election, AmCham will be at the forefront of the dialogue we need to continue our success in Poland and to see more growth and opportunity in 2024.

In closing, please join me in welcoming two new AmCham Team members—Iwona Woznica and Gabriela Stangreciak. Great to have them with us!

See you soon.

Best regards,

TONY HOUSH
AMCHAM CHAIRMAN

AGENDA

INTELLIGENCE FROM AMCHAM COMMITTEES

HUMAN RESOURCES

In April, the committee met with Zuzanna Rosner-Laskorzyska, Senior Associate at Squire Patton Boggs Krześniak, who talked about the anticipated changes to the Polish Labor Code, which had been triggered by the Work-Life Balance Directive from the European Union which, in April, entered into force across the union, and was in the process of being implemented across the EU member states. The directive aims to improve families' access to family leave and flexible work arrangements.

In her presentation, Rosner-Laskorzyska said that among others, the directive introduced regulations allowing employees to spend more time with their children, and encourages male workers to take parental leave as often as female workers, with which it aims to improve gender parity at the workplace.

The directive also increases the length of paid maternity leave from 32 to 41 weeks, plus an additional 9 weeks of paid parental leave for each parent.

The new regulations allow parents to use portions of their leaves at one time according to their preferences instead of using them in one sequence. With this, both parents jointly may use as many as 105 leave days for one newborn child.

MARKETING & COMMUNICATIONS

In June, Zofia Kierner, Founder of the Girls Future Ready Foundation, delivered a presentation entitled „The Truth About GenZs and Social Impact Communication” to help members understand the goals and motivations of the youngest generation of employees.

In her presentation Kierner said that Generation Z (Gen Z) consumers do not want to be marketed to because they know that advertising is send “artificial messages”. Meanwhile Gen Zs are sensitive about “fairness” and authenticity. Brands that want to be trendy rather than honest fail with Gen Z consumers. Those that hire influencers may find it difficult to succeed with young adults today if they use influencers in the wrong way. Brands that use online ad campaigns may be simply ignored.

According to a poll by digital consumer research firm Bulbshare, 99 percent of Gen Z consumers will hit the skip button if they have such option, while nearly two-thirds of them use ad blockers to avoid online advertising. Unlike previous generations, Gen Zs do not like watching ads for fun.

Gen Z consumers tend to buy products from brands that are meaningful and trusted. The poll revealed that some 73 percent of consumers aged 14-26 years make purchasing decisions based on value alignment. Previous generations did not expect companies to be as involved in society. Now, not taking a stand on social issues is seen as taking a stand.

Kierner presented a case study of a bracelet producing company which thanks to its involvement in charitable activities generated a 125 percent year-to-year revenue growth (USD 100 million in rev-

enue) by catering to Gen Z customers. The company was so successful because it understood that instead of focusing its marketing efforts on the brand it embraced the customer. Young people were buying the bracelets because they knew that by doing so they were supporting charitable causes and thought it was cool to spend money on such causes.

The company also optimized its website for customer experience and showed incentives for customers to drive sales especially by offering free bracelets or discounts for referring friends to the website. Instead of hiring influencers and running online ad campaigns the company decided to use content generated by its fans. In other words, the company used for marketing digital content produced by its fans. Re-posting online photos taken by customers wearing the brand's bracelets turned out to be a very effective marketing engine.

The main takeaways from this case study is that marketers should use social media to connect with the target audience. Platforms such as Instagram and Snapchat are popular among young adults so it is important to have a strong presence on these platforms and engage with the audience through posts, stories, and live videos.

Marketers should learn to design a social media presence that young people want to follow and engage with and that is not purely advertising. They need to partner with popular social media influencers to have their products showcased to reach a broader audience. Influencer marketing can be effective when targeting young adults.

But brands also need “social proof” that contributes to the validity of the products they sell. In other words they need to tie the brand to a social mission that is best recognized by the target group. Such “social impact mission” helps to differentiate the brand from other similar brands. Instead of spending money on “traditional marketing” brands today should use new revenue streams to support such “social impact” initiatives. What is more, employees should be offered opportunities to engage with the initiative or donate to it.

The speaker concluded her presentation by saying that brands selling to Gen Z should use specialized agencies that will help them with the creation, management, and implementation of their social impact and philanthropic efforts.

REAL ESTATE

In July, the committee met to discuss the new changes in Zoning Planning. The presentation, entitled “Changes in the Spatial Planning System—the Scope and Impact on the Real Estate Market” was delivered by Michał Dądejewski, Board Member, PM Group Poland; and Konrad Marciniuk, Partner at Miller Canfield. Some of the topics discussed included the process of replacing the existing studies of conditions and zoning directions developed by municipalities with a general plan—a part of the Integrated Investment Plan; and the implementation of changes concerning the content and procedures

for adopting local spatial development plans.

SUSTAINABILITY

In June, Małgorzata Szewc, Vice President of the Polish Association of Listed Companies—an independent organization of companies listed on the Warsaw Stock Exchange—met with AmCham to discuss the framework of the CSRD (Corporate Sustainability Reporting Directive), the current project stage, and the challenges of ESRS (European Sustainability Reporting Standards), including materiality assessment, value chain, and disclosure requirements.

In her presentation, entitled “Sustainability Reporting—the Road to CSRD Compliance”, the speaker showcased the issues that companies with multi-level, large groups, and complex, long value chains may face in obtaining reliable, objective ESG data and aggregating them properly.

TAX AND FINANCIAL SERVICES

In May, Maciej Żurek and Mariusz Kazuch, Partner Associates at Deloitte Polska, and Marcin Becela, Senior Manager at Deloitte Polska, met with the committee to discuss issues associated with the introduction of a new regulation called Pillar Two, which sets out global minimum tax rules designed to ensure that large multinational businesses pay a minimum effective rate of tax of 15 percent on profits in all countries. In their presentation, the speakers underlined the concept of the new regulation and compared it with how the minimum corporate tax is understood in Poland, and discussed a number of rules affected by Pillar Two, including transfer pricing regulations.

In May, the committee met to discuss the European Union's Foreign Subsidies Regulation (FSR) which creates a new regime aimed at combating distortions of competition on the EU internal market caused by foreign subsidies. The speakers were Denton's experts:

Anna Szymańska, Attorney-at-Law and Partner; and Dr Michał Bernat, Certified Tax Advisor, Attorney-at-Law and Managing Counsel. In their presentation the speakers talked about the investigative powers the new regulation grants to the European Commission and how it proceeds in reviewing non-EU financial contributions to businesses. They also presented reporting requirements that companies which receive subsidies have, and gave an overview of financial sanctions and non-compliance penalties.

OFF-COMMITTEE MEETING

In May, AmCham held a hybrid meeting devoted to the macroeconomic outlook in Poland. The speaker, Sławomir Dudek, Assistant Professor at the Institute of Economic Development at the SGH Warsaw School of Economics, shared his perspective on how the current economic situation may affect the business sector in the months to come, and talked about such factors as the falling consumption rate coupled with rising inflation.

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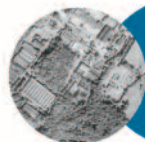
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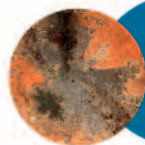
On-site risk assessment



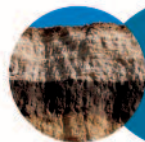
Historical analysis of the area
(archival aerial photographs, maps)



Review of the available
documentation



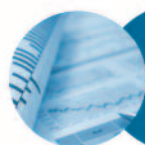
Multispectral analysis based on
satellite images (NDVI index –
indicator of poor vegetation index)



Geological analysis of the area
(determination of vulnerability to
groundwater pollution)



Supervision of GPR surveys, drilling
works, bioavailability studies



Preparation of a report with
conclusions and geostatistical
pollution distribution

STANDING ON SECURE GROUND

AMCHAM CONFERENCE UNDERLINES A NEED FOR CLOSE PARTNERSHIP AND COOPERATION IN SECURITY BETWEEN THE PUBLIC AND PRIVATE SECTORS.

As business uncertainties grow in many spheres including geopolitics, energy, digital economy, and domestic politics, AmCham held a one-day conference in June addressing these issues. Entitled "The AmCham Security Day" with a tagline "Stronger Together for New Challenges", the event brought together to the InterContinental Warsaw security experts and practitioners in all business-related fields, from AmCham member companies.

"Stronger together" is a phrase people use when referring to national security, but "it is also about cause and purpose of the private sector," said AmCham Chairman Tony Housh in his opening remarks. "Cyber security, energy security, national and regional security, and intellectual property security are at the heart of everything that we do in business as investors."

He said that the security environment depends on policies on national, European and

"Cyber security, energy security, national and regional security, and intellectual property security are at the heart of everything that we do in business as investors."

**Tony Housh, AmCham
Chairman**

Transatlantic levels. It drives investors' decisions regarding job creation, geographical allocation of production and R&D, and others. The problem is that while policymakers think in five-year-long election cycles, businesses plan not just five years ahead but much longer in advance. "We are all responsible for the bottom line and helping set policy," Housh said.

POLAND-US SECURITY PARTNERSHIP

In the opening part of the conference, US Ambassador to Poland Mark Brzezinski said that the war in Ukraine has fundamentally changed the way security is defined today. It evolved from purely military areas across physical and digital spaces, critical infrastructure, supply chains and "people's ability to communicate, do business and function effectively without interference".

The ambassador said that NATO has been indispensable in defining national security in the past and remains indispensable in doing so today. Poland remains an active and committed partner in delivering security in the region. It has spent billions of dollars on US military equipment, including Abrams tanks, Patriots, Himars, Apaches, M35s, and other pieces of state-of-the-art equipment.

The US and Poland are working together to maintain Poland's energy security, and are

making great strides towards accelerating energy transition reducing energy dependence on fossil fuels, improving energy efficiency, and deploying cutting-edge clean energy technologies. The energy deal with Westinghouse and Bechtel is a milestone deal in Poland-US relations and will define the relations for years to come. "These efforts are key to strengthening energy security," Ambassador Brzezinski said.

He noted that Poland and the US are linked today working every day on many levels. Yet, it is essential to remember that to bring that cooperation to full fruition, "there must be

"Data, in many ways, is the oil of the 21st century."

**Mark Brzezinski, US
Ambassador to Poland**

unity and collaboration between the public and private sectors". While security is the most basic function national governments provide to their people, the ambassador underlined that along with national security and energy security, it is cybersecurity that will determine economic success and prosperity "as data, in many ways, is the oil of the 21st century," he said.

DIGITAL SECURITY

WHILE TECHNOLOGY COMPANIES PIONEER DIGITAL SECURITY, SMALL AND MEDIUM-SIZED FIRMS LACK PROPER UNDERSTANDING OF WHY THEY SHOULD MIGRATE TO THE CLOUD.

Poland is viewed by American investors as an emerging technology hub in Central Eastern Europe and a regional digital competence center, which is why the first session of the conference was devoted to discussing how digitization, cloud technology and artificial intelligence (AI) can boost Poland's security.

Moderated by Jolanta Jaworska, Public Policy Director for CEE at IBM (and AmCham Board Member), the panel comprised Andreas Maierhofer, CEO of T-Mobile Poland; Gen. Karol Molenda, Commander of

Poland's Cyber Defense Force, a part of the Polish Army; Marcin Krasuski, Government Affairs and Public Policy Head for CEE at Google; Krzysztof Krawczyk, Partner, CVC Capital Partners; and Mateusz Oleksy, Head of Sales, Visa Poland.

CYBER DEFENSE

Gen. Molenda noted that the Polish public sector supervised by the central government is in the top most digitized across the EU and among the best protected against cyber threats. This fact was evidenced by the

Cyber Defense Index 2022-23, a ranking compiled by the Massachusetts Institute of Technology, which assesses the level of development in cyber defense. Poland was singled out for the actions it has taken after the start of the war in Ukraine.

Gen. Molenda said that in recent years, all EU countries have been expanding their cyber security capabilities. The Cyber Security Act in Poland defined the government's responsibilities in cyberspace and created a legal framework for new government agencies to deal with cyber threats. It also estab-

"Our company sees opportunities in investing in companies that deliver cybersecurity for consumers."

Krzysztof Krawczyk, CVC Capital Partners

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and human ingenuity**

“We protect our clients with AI and advanced data analytics.”

Mateusz Oleksy, Visa Poland

lished the Cyber Defense Force—a part of the Polish Army.

AI DILEMMAS

The panelists addressed the growing issue of whether or not the development of artificial intelligence (AI) should be let free or rather put under legislative control.

According to Maierhofer, “AI is just the next step in digitization which creates new business opportunities,” he said, adding that “the technology should not be banned but its users need international regulations for the application of AI.”

For Krawczyk AI has huge potential in data analysis and is vital for business. Żabka, a Polish chain of nearly 10,000 convenience stores within CVC's investment portfolio, has, working with Microsoft, become a role model for other CVC-held companies in how to successfully apply AI tools.

Visa's Oleksy said that the company uses AI and advanced data analytics to secure its

“AI is just the next step in digitization which creates new business opportunities. The technology should not be banned but its users need international regulations for the application of AI.”

**Andreas Maierhofer,
T-Mobile Poland**

clients against potentially fraudulent transactions. “AI is crucial in providing such services in real time,” he said.

The Visa global IT infrastructure is under attack two million times a day, on average. The company's IT infrastructure stores data on 4.1 billion pay cards which generate 192 billion transactions every year.

Visa uses AI and advanced data analytics thanks to which it secures nearly USD 27 billion a year on potentially fraudulent transactions, by refusing to process them through the Visa network.

Only 0.1 percent all transactions processed by the Visa network are fraudulently compromised.

“We protect our clients with AI and advanced data analytics,” Oleksy said. “We process transactions in real time to detect fraud.”

In addition, the company educates consumers and small and medium companies on how to use Visa services in a safe manner.

Google's Krasucki said that AI will change the cyber security landscape and admitted that the technology needs to be regulated. “The question remains, how to do it right,” he said.

DIGITAL ADVANCEMENT

Google's Krasucki noted that while there are different levels of adoption of cyber tools across the Polish economy, the country's public sector is very advanced as compared to other EU countries. Following the start of the war in Ukraine, Poland was the number

two most frequently attacked country in NATO after Latvia, and withstood the threat. However, there is room for improvement when it comes to small and medium-sized companies.

Krasucki said that moving to the cloud is the only solution for small and medium-sized companies if they want to use digital, network technologies in a safe way. “Cloud companies are usually more advanced in cyber security than companies in other areas of the economy,” Krasucki said, adding that there are already solutions on the market for storing sensitive data in the cloud—the so-called multi cloud.

Google is the most hacked company in the world yet it manages to keep billions of users' accounts safe.

What is more, with the war in Ukraine, Google began to secure data centers with Ukrainian users by relocating them outside of Ukraine. With this, over 200 Ukrainian media outlets were able to operate while the country was at war. “High risk users, such as politicians and journalists, had their accounts secured,” Krasucki said.

According to Krawczyk, cyber security is an area which creates business opportunities “to educate and support Polish businesses in catching up with the cyber development,” he said, adding, “Our company sees opportunities in investing in companies that deliver cybersecurity for consumers.”

ENERGY SYSTEM TRANSFORMATION

WITH THE SELECTION OF THE WESTINGHOUSE TECHNOLOGY FOR THE FIRST POLISH NUCLEAR POWER PLANT AND A HISTORY OF DELIVERING LNG FOR POLAND, AMERICAN INVESTORS PLAY AN INCREASINGLY STRATEGIC ROLE IN BOOSTING POLAND'S ENERGY SECURITY.

The participants of the second panel, entitled “Energy Security Through Energy Transformation—on the Way to Energy Sovereignty and Safety for the Next Decades”, focused on the role of US companies in accelerating the energy mix transformation in Poland. They were Jacek Borek, Managing Director of Accenture Technology at Accenture Poland; Ryan Bowles, Deputy Economic Counselor at the US Embassy in Poland; Mirosław Kowalik, CEO of Westing-

house Poland; Michał Piekarski, Partner at Baker McKenzie; Dariusz Serówka, Expert at the Office of the Government Plenipotentiary for Strategic Energy Infrastructure; and Maciej Wągner, CEO, Skyborn Renewables Polska, an independent energy producer specializing in offshore wind generation. The discussion was moderated by Robert Tomaszewski, Head of Energy Sector Desk at Polityka In-sight, the market intelligence unit of the Polityka weekly.

Energy transformation in Poland has been triggered by two equally important aspects: a need to diversify energy sources to increase the country's energy security; and the European Union “green transformation” policy to make the union's economy climate neutral. When it comes to energy security, in recent years, the US has become a strategic partner for Poland in providing the country with LNG.

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“Polish companies that had been granted licenses for building wind farms along the Polish seashore will have to look for such international partners with the right technology and experience that they have acquired in developing offshore wind farms in other parts of the world.”

Maciej Wagner, CEO, Skyborn Renewables Polska

PLAYING IT SAFE

This year, Poland chose the US for another strategic partnership in energy security by selecting the consortium of Westinghouse, Bechtel and Polish Nuclear Energy (PEJ) for the construction of Poland's first nuclear power plant.

According to Serówka, the Polish government plenipotentiary for the development of strategic energy infrastructure Anna Łukaszewska-Trzeciakowska, who had been recently appointed to that post, will focus on the deal so it is "done right".

Serówka said that nuclear energy is a priority for the Polish government. Poland will have to discuss several aspects of the project with the European Commission to get its acceptance for the project, as once delivered to the market, the nuclear power plant will become a part of the union's energy market and subject to the EU market regulations and reforms.

Jacek Borek said that doing the project right from the very beginning is essential as it will pay back in later stages including the construction of the plant and its maintenance.

There are best practice examples from other countries which need to be brought to the project in Poland so there are no "reinventing

the wheel" attitudes among the stakeholders. Ryan Bowles noted that on the government-to-government level, Poland and the US have had very good cooperation on the nuclear power plant project, with the talks progressing relatively fast and developing mutual trust and understanding.

Michał Kowalik said that the Westinghouse-Bechtel-PEJ consortium is a joint project which fulfills Poland's aspirations to build the country's first nuclear power plant and start the Polish civil nuclear sector. Westinghouse Poland is only a part of the project which involves many stakeholders. All the partners focus on doing what it takes for the project to materialize.

Michał Piekarski noted that apart from nuclear, the transition of the Polish energy sector involves other technologies, which have been sourced from the US and other countries, and already have successfully changed the Polish energy system. But nuclear energy is a must for Poland as without it the country will not succeed in making the transition economically and strategically viable.

ROOM FOR MORE

All speakers agreed that the transformation of the Polish energy system offers many busi-

ness opportunities in all modern energy technologies, including hydrogen storage and production as well as advanced power grid solutions.

Maciej Wagner noted that apart from nuclear Poland offers opportunities for domestic and international businesses to bid for business in different project areas and phases. For instance, developing the offshore wind energy sector in Poland will have to involve international partners. "From the business perspective, offshore energy generation is the second most complex and challenging sector of the economy, only after nuclear," Wagner said, "Timeframes for developing offshore sites range from 10 to 15 years with processes involving specialized know-how and business partnerships. This is why Polish companies that had been granted licenses for building wind farms along the Polish seashore will have to look for such international partners with the right technology and experience that they have acquired in developing offshore wind farms in other parts of the world".

BUSINESS AND SECURITY

WHILE CORPORATIONS IN POLAND FEEL CONFIDENT THEY CAN DELIVER SECURITY FOR THEIR DATA AND THAT OF THEIR CLIENTS AND BUSINESS PARTNERS, IT IS THE QUALITY OF LAWMAKING THAT POSES SERIOUS QUESTIONS FOR AMERICAN INVESTORS.

The final session of the conference was entitled "Secure Poland and Secure Business." Its moderator was Marek Matraszek, Chairman of CEC Group. The panelists were Marcin Fabianowicz, Director, Center for Strategic Investments at Polish Investment and Trade Agency PAIH; Marcin Moczysz, General Manager for CEE at Uber; Dominika Stępińska-Duch, Group VP, Head of Legal Department, and Member of the Management Board TVN Warner Bros. Discovery; Cezary Sowiński, Customer Trust Manager at Amazon; and Prof. Andrzej Zybertowicz, Security Adviser to the President of Poland.

Opening the discussion, Marek Matraszek

said that there are different layers of security, from national security to business security to the personal security of people. "They are all interlinked and all are parts of a broader picture," Matraszek said.

In today's digital economy, security threats may appear anywhere in the chain of commercial interactions. For Prof. Zybertowicz cyber security is about a balance between cyber threats and cyber defenses. He noted that often, firms do not offer extremely tight security systems for fear that they may turn out to be too difficult for customers to use. They pay the price for such an approach but it is factored into their overall business costs. However, Prof. Zybertowicz noted that

"there may come a time when this price may be too high for commercial entities to pay".


WATCHING OUT FOR FOUL ACTORS

Another aspect of security in business is the reliability of software and IT components from different vendors in providing adequate levels of security. "It is an important issue, because now vendors have more control over the software than the users," Prof. Zybertowicz said.

Along with this comes the scope of potential security threats posed by vendors in China with links to the Chinese government. According to PAIH's Fabianowicz the agency



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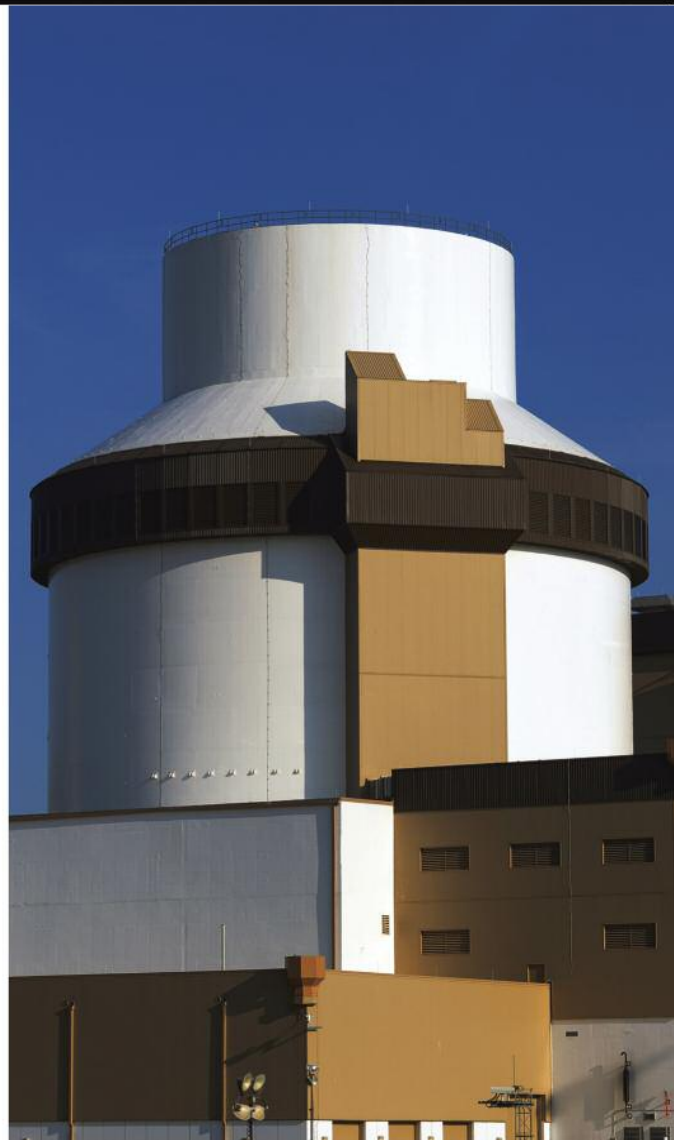
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"Poland is open to foreign investors but we always clearly communicate where we stand in the world, meaning that Poland is a part of the Western world."
Marcin Fabianowicz, Polish Investment and Trade Agency

has an efficient deterring system of vetting and performing background checks on investors preselected by PAIH for assisting in developing their businesses in Poland. "Poland is open to foreign investors but we always clearly communicate 'where we stand in the world' meaning that Poland is a part of the Western world," Fabianowicz said. He noted that while Poland is open and not discriminatory to Chinese investors, major investors from China have never entered Poland preferring other countries in Central and Eastern Europe.

SECURITY FOR INDIVIDUAL CLIENTS

When doing business with their clients, private companies are responsible for the security of their customers, including their personal security as well as the security of their personal data.

Uber, which in its early days had issues with providing adequate security to its clients, has developed a number of overlaying strategies safeguarding effective personal identity recognition of its drivers, which has now become an industry standard. "We safeguard the security of passengers by monitoring Uber drivers and performing background checks for prospective drivers," Moczysz said.

Amazon's Sowiński said that personal information the company collects is secure in the Amazon system, with no major data theft recorded so far. He added that the company "has internal procedures preventing its personnel from using personal data in an unauthorized way.

According to Moczysz, it is also important that companies share information with other firms about suspicious events in the cyberspace. While there is no single and perfect procedure preventing data theft and other malevolent and hostile activities, it is important to stay ahead of the threats. "Some companies will fail but most will win," Moczysz said.

DISINFORMATION AND SECURITY

With the growing impact of social media and online-based information hubs, the protection of objective information has become a major issue for Western Democracies, which, after the start of the war in Ukraine, have been the target of hybrid war propaganda. People in democratic countries who have a blurred picture of what happened, what did not happen, and do not understand the difference between disinformation and the difference of opinion about what really happened, are prone to take wrong deci-

sions with far-reaching consequences.

Prof. Zybertowicz noted that at the beginning of the war in Ukraine, "algorithms developed in Silicon Valley successfully prevented the spread of disinformation disseminated online by Russian trolls." However, the speaker noted that as the conflict progressed, some of the defenses have been overcome in Poland, making the Russian disinformation more effective.

In his opinion, big technology companies should help regulators create efficient rules and legal acts to suppress the spread of disinformation over the internet.

Until it is completed, if ever, the general public is better off relying on professional media companies and info outlets.

Stępińska-Duch said that from the first day of the war in Ukraine, TVN24 took steps not to fall prey to the Russian propaganda. "It is our policy not to allow ourselves to disinform at any point," she said.

The company uses internal tools, including AI, and procedures, and has a team of fact checkers who apply best journalistic principles to their work. "They double-check and then triple-check each piece of information," Stępińska-Duch said.

SECURE LEGAL ENVIRONMENT

Disinformation, albeit unintentional, is also an issue when it comes to Polish lawmakers. When working on new pieces of legislation, it seems that the government is reluctant to hold proper consultations with the stakeholders, including business. "It does not add any value to business safety in Poland," said Sowiński.

He noted that in many cases, legislators implement regulations for one sphere of business by adding them to acts designed for other areas of business. They use this practice to have the new pieces of legislation processed faster in Parliament. "This is very dangerous for business, because you learn in the very last moment that there are new regulations affecting your business in fact that do not have much to do with your business," Sowiński said, pointing to a recent act "On Changing the Names of State Universities" which includes a provision which extends the residence rights of Ukrainian citizens in Poland.

Overregulation is a headache for companies in Poland and a major problem for business security, and an issue that the American Chamber of Commerce has often voiced in its contacts with lawmakers and government officials. In 2021, Polish lawmakers produced nearly 21,000 pages of new legislation, a 45

percent increase as compared to 2020.

LEVEL PLAYING FIELD

According to Sowiński, many new pieces of legislation include regulations that "go astray to the principles of the level playing field which is a must-have for the free market economy."

In recent months, TVN has fallen prey of such legislation, designed specifically to make the American media company feel alienated on the Polish media market.

The largest private media company in Poland, with a workforce of 4,000, had to stand its ground in a legal fight to have its

"Our battle for the TVN24 license lasted 19 months. Our battle for the TVN7 license lasted 12 months; and the battle for Home and Garden took seven months."

**Dominika Stępińska-Duch,
TVN Warner Bros.
Discovery**

broadcasting licenses renewed for a number of TV channels.

"Our battle for the TVN24 license lasted 19 months. Our battle for the TVN7 license lasted 12 months; and the battle for Home and Garden took seven months," Stępińska-Duch said.

At the time of the conference, the company was in the eighth month of renewing its broadcasting license for the TVN channel. "The regulator asks us questions about the structure of ownership but the structure has not changed since when we obtained the current broadcasting license, and there is absolutely no reason for the license not to be renewed," she said.

GENERAL CONCLUSIONS

The Security Day conference underlined the need for cooperation and close partnership between public administration and private sector and security services. "We are in a new era and we have to work together or we will suffer the consequences," said AmCham's Tony Housh in his conference closing remarks.

He underlined that for working together, "for the private sector and the public sector trust is "absolutely imperative, because if we lose trust no good action will correct that quickly."

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TOWICZ, SECURITY POLICY ADVISOR TO THE PRESIDENT OF POLAND. 5. MAŁGORZATA RYBAK-DOWŻYK, T-MOBILE POLSKA; ANDREAS MAIERHOFER; CEO, T-MOBILE; MARK BRZEZINSKI; AGNIESZKA JANKOWSKA, AMCHAM BOARD MEMBER (T-MOBILE). 6. GEN. KAROL MOLENDKA; MAREK MATRASZEK, CEC GROUP. 7. MARK BRZEZINSKI; KRZYSZTOF KRAWCZYK, MANAGING PARTNER, CVC CAPITAL PARTNERS. 8. JACEK BOREK, FINANCIAL SERVICES MANAGING DIRECTOR, ACCENTURE; MARZENA DRELA; JAROSŁAW KROC, COUNTRY MANAGING DIRECTOR, ACCENTURE. 9. PRESS TIME: TONY HOUSH INTERVIEWED BY A TVN 24 REPORTER.



CYBERSECURITY

THE ROLE OF DIGITIZATION, CLOUD TECHNOLOGY AND AI IN BUILDING POLAND'S SECURITY WAS ON THE AGENDA OF THE FIRST PANEL DISCUSSION. IN PICTURE: DISCUSSION MODERATOR JOLANTA JAWORSKA, AMCHAM BOARD MEMBER (IBM); MATEUSZ OLEKSY, HEAD OF SALES,

Visa; GEN. KAROL MOLENDĄ, MINISTRY OF DEFENSE; ANDREAS MAIERHOFER, CEO, T-MOBILE; MARCIN KRASUSKI, CEE MANAGER, GOOGLE; KRZYSZTOF KRAWCZYK, PARTNER, CVC PARTNERS.



ENERGY SECURITY

"ENERGY SECURITY THROUGH ENERGY TRANSFORMATION—ON THE WAY TO ENERGY SOVEREIGNTY AND SAFETY FOR THE COMING DECADES" WAS THE TITLE OF THE SECOND PANEL. IN PICTURE: PANEL MODERATOR ROBERT TOMASZEWSKI, HEAD OF ENERGY SECTOR DESK, POLITYKA INSIGHT; JACEK BOREK, MANAGING DIRECTOR OF ACCENTURE TECHNOLOGY IN POLAND; DARIUSZ SERÓWKA, GOVERNMENT PLENIPOTENTIARY FOR STRATEGIC ENERGY IN-

FRASTRUCTURE, MINISTRY OF DEVELOPMENT FUNDS AND REGIONAL POLICY; MICHAŁ PIEKARSKI, PARTNER, BAKER MCKENZIE; MACIEJ WAGNER, CEO, SKYBORN RENEWABLES POLSKA; MIROSLAW KOWALIK, CEO, WESTINGHOUSE POLAND; RYAN BOWLES, DEPUTY ECONOMIC COUNSELOR, US EMBASSY IN WARSAW.



SECURE POLAND AND SECURE BUSINESS



TONY HOUSH WITH THE PARTICIPANTS OF THE THIRD PANEL DISCUSSION: DISCUSSION MODERATOR MAREK MATRASZEK, CHAIRMAN, CEC GROUP; MARCIN FABIANOWICZ, STRATEGIC INVESTMENTS CENTER DIRECTOR AT THE POLISH INVESTMENT AND TRADE AGENCY (PAIH); DOMINIKA STĘPIŃSKA-DUCH, GROUP VP AND HEAD OF LEGAL, SVP AND CORPORATE AFFAIRS MANAGEMENT, MEMBER OF THE MANAGEMENT BOARD, TVN WARNER BROS. DISCOVERY; MARCIN MOCZYRÓG, GENERAL MANAGER CEE, UBER; PROF. ANDRZEJ ZYBERTOWICZ, SECURITY POLICY ADVISOR TO THE PRESIDENT OF POLAND; CĘZARY SOWIŃSKI, CUSTOMER TRUST MANAGER AT AMAZON.

AMCHAM EVENTS

Monthly Meeting in June

FACE TIME WITH THE US AMBASSADOR

Poland-US relations have entered a new era

Over 200 AmCham members gathered in June at the residence of the US Ambassador to Poland Mark Brzezinski for a special monthly meeting to discuss Poland-US relations and cooperation as well as the business climate and challenges for American investors in Poland. Ambassador Brzezinski shared his views on the role of US companies in shaping the Polish economy, providing growth, and creating workplaces. He acknowledged the pivotal

role of AmCham Poland in building a multi-dimensional and friendly environment for investors in Poland, and in strengthening the ties between the Polish and the American people.

The ambassador said that Poland is a safe place to invest and to manufacture products. Poland is also an engineering and technology hub. He added that unity and cooperation between the public and private sectors and the business community is the key to suc-

cess. This must include adhering to common values, ensuring a level playing field and a firm commitment to democratic principles. On the agenda of the Q&A session, moderated by Tony Housh, AmCham Chairman, were issues around investment opportunities in Poland, Poland-US relations, support for Ukraine, sustainable energy policies and other challenges facing American business in Poland in the current geopolitical situation.

AMCHAM REPORT

US FDI

AMERICAN INVESTORS SCRUTINIZED

AmCham Poland and the SGH Warsaw School of Economic launch a joint report on US investment in Poland

Having been active in Poland for over 30 years, the subsidiaries of US companies continue to build their businesses and have become important growth engines for the Polish economy, is the general conclusion stemming from a report entitled "American Companies in Poland. Capital for Development and Security", prepared jointly by AmCham Poland and the SGH Warsaw School of Economics, and presented in June at a press conference with speakers including Prof. Piotr Wachowiak, SGH Rector, Mark Brzezinski, US Ambassador to Poland, and Tony Housh, AmCham Chairman, and Dr. Eliza Przeździecka, AmCham Chief Economist.

REINVESTMENTS

By the end of 2021, there were 1,576 companies with US capital in business in Poland, a nearly 1 percent rise from 1,462 a year earlier. Most of the new US investment capital comes to Poland not through new companies but reinvestments. In light of the numbers from the Polish Investment and Trade Agency PAIH, the bulk of new projects handled by PAIH are reinvestments including in such strategic branches of the economy as energy, business services and IT, medical devices and logistics. Nearly half of US reinvestment projects are in manufacturing and production.

In 2021 alone, the aggregated value of all US investment projects reached over USD 160 million, a significant rise compared to USD 24 million in 2018.

By 2021, all US companies in Poland had in-

vested the total of USD 26 billion, and the value of their assets in the country is estimated at nearly USD 56 billion.

In 2021, US companies supported nearly 330,000 jobs in Poland. The services sector, including trade, topped the list. Most of the jobs were in the central Mazowsze region.

FUTURE POTENTIAL

According to the authors of the report, the process of energy transformation underway in Poland now has the highest potential to attract new US investments in the years to come, including alternative energy source technologies (hydrogen, nuclear), energy storage and power grids. Also, the need to replace vehicles with electric fleets will be a major driver of investment by both domestic and foreign companies. US companies will keep investing in services and manufacturing.

The authors also noted that "additional factors stabilizing the investment activity of companies should also include the public support packages adopted for infrastructure development, with multi-year implementation periods. These factors make the Polish market assessment positive as an investment location and help investors remain optimistic about the future of foreign investment, including American investment in Poland."



Number crunching: The report highlights US investment in Poland along a number of criteria, including assets, operating revenue, investment and reinvestment projects, and employment.



WINDOW OF OPPORTUNITY

The Polish government recognizes Ukraine's business potential and undertakes investment projects supporting the economic recovery of Poland's eastern neighbor

In June, over 100 guests gathered at the Sheraton Grand Warsaw for a meeting with Jadwiga Emilewicz, Secretary of State, Government Plenipotentiary for Polish-Ukrainian Development Cooperation, held by AmCham's Rebuild Ukraine Working Group. Introductory remarks were delivered by Tony Housh, AmCham Chairman, and Nataliya Chervona from AmCham Ukraine. In his opening remarks Tony Housh said that the American business community is eager to

MEET THE SPEAKER



In May, **Jadwiga Emilewicz** was appointed the Government Plenipotentiary for Polish-Ukrainian Development Cooperation and the Secretary of State at the Ministry of Development Funds and Regional Policy. Her tasks include supporting Polish-Ukrainian cooperation on the governmental level and working with associations, Chambers of Commerce, and other organizations involved in Polish-Ukrainian development cooperation.

learn how the Polish administration, industry and investors' community will work with Ukraine to help the war-torn country rebuild its infrastructure and revitalize its economy after the war with Russia is over.

He said that "this is a generational opportunity to help with the revitalization of a European country, to extend the sphere of peace, stability and prosperity" by helping Ukraine to take its rich natural supplies to global markets, and integrate the Ukrainian market with that of the European Union especially in such areas as technology and innovation.

Housh also said that while it is equally important that the peace is won as quickly as possible, it is essential not to wait until the war is over but act now to help the Ukrainian economy.

Jadwiga Emilewicz said that contrary to other war-torn countries, which required a post-war economic recovery process to start from the scratch, Ukraine has its economy up and running, although using only half of the potential it had before the war.

There are some 2,000 Polish companies doing business with Ukraine at present. They have the enormous advantage of understanding the Ukrainian market and the experience of how to work with Ukraine's administration and companies, which "cannot be underestimated in the rebuilding and recovery processes," Minister Emilewicz said.

Meanwhile, it transpires that there are companies in Poland that have never done business in Ukraine but are now eyeing this market with interest. Accordingly, the Polish government sees Ukraine as a country which may become "a great partner" for even more Polish businesses. This is why the Polish Investment and Trade Agency (PAIH) decided to open an office in Kiev (in early July) so it may deliver assistance to Polish companies doing business in Ukraine.

INTEGRATING RAILROAD

The minister said that Poland is uniquely positioned to help Ukraine, not only because

the Polish people have done so much to help Ukrainian war refugees and in the process gotten to know them, but also because the Poland-Ukraine border is "the longest border Ukraine has with the Western World".

Currently, most of the humanitarian aid for Ukraine passes through Polish roads and railroads, Emilewicz noted. When economic recovery programs for Ukraine become reality, Poland will act as a logistics and transportation hub for them. This is why the first major investment that the Polish government is committed to make will go into modernizing Ukraine's road and railroad system with an option to extend the European-sized gauge railroad deep into Ukraine, thus integrating its rail system with the European one. This project is "of great interest for Poland and Ukraine and we want to do it without waiting for the war to end," the speaker said.

Minister Emilewicz said that Ukraine requires financial support and investments, and creating a safe environment for it is one of the priorities of the Polish government. To do this, it plans to establish a number of mechanisms, including, among others, KUKI, the state-run provider of credit insurance, guarantees and financing, as well as PAIH, and the National Development Bank BGK. All of them will participate in a shared public procurement platform accessible by Polish companies intending to invest in Ukraine.

Minister Emilewicz said that the process of pre-accession talks with the EU may start for Ukraine by the end of this year. Poland has had a great track record of pre-accession negotiations which rendered huge economic benefits for our country. This is why Poland would like to act as a "pre-accession consulting service for Ukraine".

At the end of her address, Minister Emilewicz said that while it is hoped that the war will be over by the end of 2023 this may not come true and therefore the best policy for business is not to wait but to act now in this the window of opportunity.

SEEING THE SILVER LINING

GOOD PROSPECTS FOR BUSINESS RESURFACE AMONG GROWING CONFIDENCE OF INVESTORS' COMMUNITY

AmCham and the European Economic Congress in Katowice (EEC) have a long history of cooperation, which goes back almost to the EEC inception 15 years ago. Over the years, the AmCham Diner, has become one of the congress's landmarks—a meeting place for congress participants and a point for the American business community to engage in a dialogue with stakeholders in the Polish economy. For the 15th annual session of EEC, which took place on April 24-26, the main theme of discussions that AmCham brought to the table centered around the future of Poland-US cooperation, which reached strategic levels with the war in Ukraine. The Polish-American partnership in energy security, cyber security defense and economic transformation including environmental, social and corporate governance (ESG) was on the agenda of a panel discussion involving representatives of AmCham member companies. Some of the themes also reverberated in interviews held at the AmCham Diner live TV studio by Jan Niedziałek from TVN24 BiŚ with AmCham Diner guests—representatives of AmCham member companies, business leaders and government officials.

GROWING POTENTIAL

Tony Housh, AmCham Chairman, said in an interview that US companies were optimistic about the Polish market as they look long-term beyond the next general election. "Poland has a very ambitious plan of modernization of its military force," Housh noted, adding that there is production potential in Poland for certain types of defense equipment by both government-owned and private companies, which the country should use through the supply chain reshuffle related to the war in Ukraine. Housh also said that the steep economic growth that Poland had experienced over recent years compared to other EU states places the country in a leadership position within NATO member states in the region.

"Accepting this leadership position, Poland may play an important part in the future security system in Europe," Housh said. ESG was another topic strongly represented by US investors at the congress. In a televised conversation with Niedziałek, Anna Grabowska, Chief Commercial Officer of the Żabka Group, said that ESG is now part of integrated business strategy of every business group—a long-term investment which creates value for the company. "It is a struggle and a cost, but it pays off in the long-term," she said adding that "There is no way today for companies to run business without ESG because both clients and employees would object. Consumers demand healthy products that are good for the environment and society, while employees want to work for companies that deliver value for society and lets them grow personally," she said. Andrea Riggio, GM, CEE Whirlpool Corporation, noted that ESG requires strong governance at the corporate level, starting from the board of directors and executive committees through to individual teams. It also requires a vision of what the company intends to achieve. "Whirlpool's vision is to reach net-zero emissions by 2030," Riggio said. "We already have zero waste to landfill in place across all our factories."

The AmCham Diner also hosted a number of exclusive events, including the AmCham & JLL breakfast meeting to discuss the opportunities for the Polish economy that stem from the near-shoring of the global supply chains and the challenges the process poses for investors in manufacturing and logistics. Representatives of AmCham Diner Partners and Sponsors took part in the AmCham and BAT Cocktail Party, held at the AmCham Diner. Żabka was the Main Partner of the AmCham Diner. Other Partners included BAT, Citi Handlowy, Google, JLL Poland, Philip Morris, TVN Warner Bros. Discovery, Whirlpool, TVN24BiŚ. In-kind Sponsors were Brown Forman, Pepsico, Lays, and Perta.

DEBATING THE FUTURE

The EEC is one of the largest annual gatherings of representatives of business, politics, central and local governments and NGOs in Poland devoted to the economy and its place and further integration with the EU single market.

The congress took place at a time when post-pandemic economic stabilization had been interrupted by the war in Ukraine. Many discussions focused on the consequences of the war on geopolitics. In addition to demonstrating solidarity with Ukraine, panelists discussed the new challenges that arise in the new circumstances, including the comprehensive support provided to Ukraine by Poland and other EU countries and the perspectives of providing assistance to the reconstruction of Ukraine post-war.

In addition, the EEC covered key trends changing the economy and defining its prospects in this altered geopolitical and macroeconomic environment. Discussions centered around the competitiveness and resilience of the European economy and the transition of its energy sector—an issue that had gained additional importance in the context of Europe's attempts to increase its independence from fossil fuel imports from Russia. Two major topics defined the trends of two transitions: a green one, concentrated on sustainable economy, and the digital transformation, offering opportunities and posing challenges at the same time.

According to Tony Housh, unlike the 2022 EEC, whose participants were full of uncertainty about energy crisis and the impact the war in Ukraine may have on the European single market, the 2023 session showed an increasing confidence in the European economy. "The fast reactions and changes to energy supply chains in Europe resulted in increased optimism for the future", Housh said.

This year, the congress attracted over 11,000 guests who had 170 panel discussions to choose from involving 1,200 speakers.

WHERE DO WE GO FROM HERE?

WHILE POLAND AND THE US WORK SIDE BY SIDE ON THE GEOPOLITICAL STAGE, NEW BUSINESS OPPORTUNITIES OPEN

For the first day of the congress AmCham organized a panel discussion focusing on the future of Poland-US relations. The panel was a part of EEC discussion agenda entitled "Geopolitics and Cooperation". The panelists were Mateusz Bonca, CEO, JLL; Erik Emilsson, Global Subsidiaries Group, Poland Country Head at Citi Handlowy; Tony Housh, AmCham Chairman; Jarosław Kroc, Chairman, Accenture; and Michał Kucharczyk, Managing Department Director at the Polish Investment and Trade Agency PAIH. The moderator was Tomasz Smura, Member of the Board of Casimir Pulaski Foundation, a think-tank specializing in geopolitics.

GLOBAL PERSPECTIVE

Opening the discussion, Tomasz Smura said a few words about the current geopolitical situation, noting that it is dominated by the resurgence of competition between large nations not just in their own parts of the world but further out. The competition is multifaceted. It goes across international organizations such as the United Nations. Most significantly, however, it is shaping up countries' policies in defense, energy and global food security, technology and the economy. The main contenders in this competition are the US and China.

Ever since Poland began political and economic transition in 1989, the country, along with other countries which broke out of the Soviet Bloc, reached out to the US to help them fulfill their national security needs. Naturally, Poland and other countries were on the weaker end of the relation. (Today, the US economy is 60 times larger than the Polish economy, while the US annual defense budget exceeds that of Poland by 80 times.) Yet, in time, they were admitted to NATO

and later, the EU. Yet, as the CEE region began to grow its economy its importance in the global investment map increased. In addition, with the start of the Russia-Ukraine war in 2022, NATO's eastern flank, of which Poland along with a number of countries is a part, gained in strategic significance. Poland is the main delivery channel of the US and Western aid to Ukraine and became a logistics hub for Ukraine, including military and non-military aid. Poland, the country with the highest GDP growth in the EU in recent years, is also Ukraine's important political ally in the region.

But the war in Ukraine is viewed by many experts as a proxy war that China is fighting using Russia as another wedge against the Western Democracies, which is why, along with the Far East, CEE is becoming a key region in global politics.

DIFFICULT DILEMMAS

China, which for years has enjoyed the status of the global economic powerhouse, is a natural trading partner for most countries around the world, including the US and Poland. In fact, as Eric Emilsson noted, despite the geopolitical dynamics, trade data between the US and China show that the combined value of goods and services between the two countries actually has grown over the last few years.

Poland imports more goods from China than from the US. However, Emilsson pointed out the fact that Poland's imports from the US have accelerated more sharply than imports from China in recent years. "China is a bigger trading partner for Poland than the US but trade with the US is accelerating faster than with China," Emilsson said. Global trade with China is an undisputed fact.

Yet, when it comes to the competition between the US and China, there are growing dilemmas around trade in technology. Every time a western company does technology business with a company in China there is a potential risk that the intellectual property involved in the technology may end up with the Chinese government and enable the Chinese military to take advantage over that of Western Democracies.

According to AmCham's Tony Housh, one area of concern is around equipment for data storage and transfers. "Our protection of technology is a must," he said, adding that technology "provides our advantage in economic and security competition"—and ultimately sets the grounds for the geopolitical leadership. "If we allow that intellectual property to be stolen, appropriated and then permitted to compete against us in an unfair way then we lose both now and long-term," Housh said.

Meanwhile, Jarosław Kroc noted, citing numbers from an Accenture report on global trade, that while in 2022 global trade in goods was growing slower and so were cross-border transfers of foreign direct investment, there was a boom in data and technology transfers, amounting to 3 percent of global GDP and approximately 50 percent of all global exports of services.

NECESSARY RESHUFFLE

The war in Ukraine has brutally revealed the scope of Europe's reliance on Russian gas and oil imports. Earlier, the Covid-19 pandemic sounded alarm bells about Europe's dependence on the production and manufacturing potential of their suppliers in China. According to Accenture estimates, the 2021 damage in the Eurozone resulting from dis-

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Tony Housh, AmCham Chairman

ruptions of the supply chains reached USD 12 billion or 0.9 percent of gross GDP of all EU countries. "In 2020-23, depending on the scenario, the Russia-Ukraine war may cause a loss estimated from USD 242 billion to even USD 920 billion or 7 percent of EU's GDP," Kroc said.

He noted that 52 percent of materials that manufacturers in the EU use to produce their goods comes from China. This is why, according to an Accenture polling, 86 percent of company executives in Europe plan fundamental changes of their supply chains. "In the past outsourcing was about cost optimization. It was simply cheaper to source things from far away, despite the shipping costs," Kroc said.

Today, he noted, everybody is talking about the optimization of their supply chains for resilience by shortening them and diversifying contractors closer to home. "It is clear to see this is the future for European companies," Kroc said, adding that according to the National Chamber of the Economy KIG, 68 percent of companies in Poland expect a significant reinforcement of industrial production in Central Europe by 2030.

This will have positive impact on Poland's national security and national economic security, Housh noted. "Getting our technology and supply chains under control is a critical challenge for our economies for the next few years," he said.

Housh said the exposure of the European and American economies on external factors that lie beyond control call for the widening and deepening "our industrial production base both in the US and Europe."

The process requires investment and time but it seems it is inevitable. "There are too many bottlenecks in our supply chains in the US and Europe," Housh said.

Yet it may be easier said than done. JLL's Mateusz Bonca said that a decision to change supply chains is difficult for many companies whose boards of directors are under pressure to show return on investment. With this, they tend to continue using suppliers they have invested in in the Far East despite the geopolitical risks involved. "We see that companies do not want to shorten their supply chains because it costs money," Bonca said.

INVESTMENT OPPORTUNITIES

In 2020, Poland attracted investment projects worth 3,75 billion Euro. A significant part of it was delivered by US investors who have USD 65 billion in assets in Poland and their value is growing year-on-year. Poland's sector of shared services centers employs 430,000 people who work in nearly 1,200 centers, including 340 owned by US companies, which employ over 130,000 people.

US companies have also strong presence in Poland in production and manufacturing, in-

cluding in the defense sector. Black Hawk helicopters are produced by Lockheed Martin in a factory in Mielec, while Pratt & Whitney employs thousands of people in Poland on both military and civilian technologies and components. In a recent development, a service center for US F16 jet fighters opened in Bydgoszcz, northern Poland. It may become a regional service hub for F16s in Europe.

"There is a tremendous opportunity for wider and deeper cooperation in the defense industry between Polish companies and US companies," Housh said, adding that it is an opportunity to involve more Polish companies that are outside of the traditional defense space to produce components and elements. "There is a lot of technology and capability in the private sector in Poland that can help meet some of those needs," he said. He noted that a Polish company WB Electronics, developed systems now used by "thousands of US Army vehicles, tanks and armored personnel carriers," explaining that while the system is licensed to US companies and has an American sticker on it, "it is actually a Polish technology".

According to Emilsson, other areas of interest in Poland for US investors include the so-called green transformation—the transition of the Polish energy sector away from coal.

"There will be new energy sources created in Poland and they will be a starting point for urban development," JLL's Bonca said. Infrastructure is another area. "There are investors from the US interested in such long-term investment projects in IT infrastructure and also office space, which will be required for the new investors," he said.

Bonca noted that another area with growth potential is modern logistics which will support the growth of the Polish domestic market, which is relatively big among EU countries.

In turn, Michał Kucharczyk noted that Poland has an advanced electro mobility production center which is attractive for foreign investors. "Poland is the second largest producer of car batteries globally," he said. "In value, lithium-ion batteries comprise nearly 2.5 percent of Poland's overall exports."

According to Housh, Poland is a good place for investors which use advanced production technology. "Poland produces for the entire world. It can produce advanced technology too," he said, adding that in US-Poland bilateral trade, there is more IT services sold from Poland into the US than the other way round.

FIXING LOOPHOLES

As the modern economy is increasingly dependent on data flows and IT systems, it requires appropriate protection against hacking. Recognizing this need, the private sector has introduced training programs in cybersecurity competences in 120 shared services centers,

according to trade organization Association of Business Service Leaders ABSL.

However, Bonca noted that according to the ITO Global Cybersecurity Index 2020, Poland's weakness is the lack of proper assets and coordination allocated domestically into cybersecurity. "What Poland needs is a central state agency responsible for cybersecurity," Bonca said. "There are such agencies in Germany, the US, Italy and other countries," he said.

Such an agency is critically important because in order not to become a technological back office, the private sector in Poland needs to have adequate cybersecurity levels to keep developing new technology.

STRENGTHENING TRANSATLANTIC PARTNERSHIP

Summarizing the impact of US investment in Poland, Michał Kucharczyk said that the US is the second largest source of foreign direct investment in Poland, following Germany. Nearly half of all US investments are industry, with automotive and aerospace being at the top of the list.

Both countries have developed strategic links in energy security. Following the diversification of Poland's energy sources, the US has become one of the main partners supplying LNG. In turn, Westinghouse has been chosen as technology partner for the first nuclear power plant in Poland—a project with an estimated budget USD 25 billion.

There is room for more US investment in the energy sector including in developing renewable energy sources, wind farms and hydrogen production and storage capabilities.

Naturally, with the tightening of strategic cooperation came an increase in diplomatic relations and people contacts in a range of areas. "There has been a growth in the numbers of meetings between Poland and US government delegations, in defense, science, politics and economy," Kucharczyk said.

He said that Poland and the US have signed a bilateral agreement on cybersecurity which "sets ground rules for both countries to carry on defense operations in cyberspace including exchange of information on threats, joint practices, education and cyber defense".

Kucharczyk said that at present cooperation between Poland and the US is key for the security of NATO's eastern flank. It is marked by such developments as transforming the Area Support Group Poland (ASG-P) into the US Army Garrison Poland—the first permanent US Army garrison in Poland and the eighth such in the EU.

These mutually beneficial Poland-US relations have led the Polish government to decide that the next Polish presidency of the European Union will be devoted to strengthening transatlantic relations—something Poland has been a sturdy proponent of for decades.



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THE AMCHAM DINER AT THE EUROPEAN ECONOMIC CONGRESS IN KATOWICE, HELD ON APRIL 24-26, 2023, SERVED AS A PLATFORM FACILITATING DIALOGUE AND AN EXCHANGE OF IDEAS BETWEEN REPRESENTATIVES OF AMERICAN BUSINESS IN POLAND,



LOCAL AND CENTRAL GOVERNMENT OFFICIALS, NGOs AND OTHER STAKEHOLDERS IN THE POLISH ECONOMY. IT FACILITATED THE ONGOING EFFORT OF THE AMERICAN BUSINESS COMMUNITY IN POLAND TO ENGAGE IN A STAKEHOLDER DIALOGUE ON A RANGE OF ISSUES THAT ARE PIVOTAL FOR HELPING THE POLISH ECONOMY BECOME HIGH-TECH AND COMPETITIVE AS WELL AS GREEN AND SUSTAINABLE. IN PICTURES: 1. POLAND'S PRIME MINISTER MATEUSZ MORAWIECKI. 2. TONY HOUSH, AMCHAM CHAIRMAN; PAWEŁ PONCYLJUSZ, MP. 3. TONY HOUSH; MARZENA DRELA, AMCHAM OPERATIONS DIRECTOR; PAWEŁ PONCYLJUSZ; HENRYK ORFINGER, PRESIDENT OF DR. IRENA ERIS; MATEUSZ JURCZYK, AMCHAM KRAKÓW & KATOWICE DIRECTOR. 4. MICHAŁ WÓJCIK, GOVERNMENT MINISTER WITHOUT PORTFOLIO; MARZENA DRELA. 5. MARZENA DRELA; KRZYSZTOF KWIATKOWSKI, SENATOR. 6. MARTA PAWLAK, AMCHAM LEGAL & POLICY DIRECTOR; MARZENA DRELA; TONY HOUSH; KATARZYNA WŁODARCZYK, H&PS MANAGER, ACCENTURE POLAND; WOJCIECH KOZYSA, H&PS DIRECTOR, ACCENTURE POLAND; JAROSŁAW KROC, PRESIDENT OF THE BOARD OF DIRECTORS, ACCENTURE POLAND; JEFFREY COLBORN, MANAGING DIRECTOR, ENERGY

AND UTILITIES, ACCENTURE. 7. TONY HOUSH; ANDREA RIGGIO, WHIRLPOOL; MARZENA DRELA; ZYGMUNT ŁOPALEWSKI, WHIRLPOOL. 8. DOMINIKA BETTMAN, GENERAL DIRECTOR, MICROSOFT, JOLANTA JAWORSKA, AMCHAM BOARD MEMBER (IBM); MAŁGORZATA BONIKOWSKA, INTERNATIONAL RELATIONS CENTER. 9. EWA MIKOS, BUSINESS DEVELOPMENT MANAGER, SIEMENS; MARZENA DRELA. 10. MARTA PAWLAK; BAROSZ KUREK, MANAGER PUBLIC AFFAIRS, PMI. 11. MARZENA DRELA; JULIAN KRZYŻANOWSKI, CORPORATE AFFAIRS MANAGER, PEPSICO. 12. KRZYSZTOF SZUBERT, VICE PRESIDENT, PKO TFI; TONY HOUSH. 13. MARIUSZ WAWER, HEAD OF GOVERNMENT RELATIONS, 3M; MARTA PAWLAK; JERZY BOCHYŃSKI, CHAIR, EASTERN STUDIES INSTITUTE FOUNDATION. 14. MATEUSZ BONCA, CEO, JLL; MATEUSZ JURCZYK. 15. TOMASZ RUSZKOWSKI, BOARD MEMBER, PTWP; JUSTYNA SEKUŁA, AMCHAM. 16. MARIUSZ PASZKIEL, SHERATON GRAND WARSAW; ANITA KOWALSKA, AMCHAM; MICHAŁ CHODECKI, PANATTONI. 17. WOJCIECH KUŚPIK, PRESIDENT, PTWP; MARZENA DRELA.



THE BAT COCKTAIL RECEPTION

REPRESENTATIVES OF AMCHAM DINER PARTNERS AND SPONSORS TOOK PART IN THE AMCHAM AND BAT COCKTAIL PARTY, HELD AT THE AMCHAM DINER. ŻABKA WAS THE MAIN PARTNER OF THE AMCHAM DINER. OTHER PARTNERS INCLUDED BAT, CITI HANDLOWY, GOOGLE, JLL POLAND, PHILIP MORRIS, TVN WARNER BROS. DISCOVERY, WHIRLPOOL, TVN24BIS. IN-KIND SPONSORS WERE BROWN FORMAN, PEPSICO, LAYS, AND PERŁA. IN PICTURES: 1. MARZENA DRELA, AMCHAM OPERATIONS DIRECTOR; TONY HOUSH, AMCHAM CHAIRMAN; MAREK ŻÓLTOWSKI, SENIOR ENGAGEMENT MANAGER, BAT. 2. DARIUSZ SZYMCZYCH, VICE PRESIDENT OF THE POLISH-UKRAINIAN CHAMBER OF

COMMERCE; JACEK PIECHOTA, PRESIDENT OF THE POLISH-UKRAINIAN CHAMBER OF COMMERCE; MARZENA DRELA. 3. DOROTA DABROWSKI-WINTERSCHIED, SENIOR DIRECTOR, CEC GROUP; SABINA KLIMEK, EXECUTIVE VICE PRESIDENT, THE POLISH-AMERICAN CHAMBER OF COMMERCE NORTH-EAST; TONY HOUSH; MARZENA DRELA. 4. TONY HOUSH; RA-DOŚLAW KASKIEWICZ, AMCHAM BOARD MEMBER (3M); MARIUSZ WAWER, 3M. 5. JUSTYNA SEKUŁA, AMCHAM; EWA KOŁODZIEJ, MP. 6. ALEKSANDRA KOSELA, BAT; MARZENA DRELA; MAREK ŻÓLTOWSKI; TONY HOUSH. 7. THE EVENT IN PROGRESS. 8. THE AMCHAM DINER WAS THE VENUE OF THE BAT COCKTAIL RECEPTION.



AMCHAM/JLL BREAKFAST

THE AMCHAM & JLL BREAKFAST WAS ONE OF TWO EXCLUSIVE EVENTS HELD AT THE AMCHAM DINER DURING THE FORUM. THE PARTICIPANTS DISCUSSED THE OPPORTUNITIES FOR THE POLISH ECONOMY THAT STEM FROM THE PROCESS OF NEARSHORING GLOBAL SUPPLY CHAINS, AND LOOKED AT THE CHALLENGES THE PROCESS POSES FOR INVESTORS IN MANUFACTURING AND LOGISTICS. IN PICTURE: ANTONI MALEC, JLL; ZYGMUNT ŁOPALEWSKI, SENIOR MANAGER, COMMUNICATIONS AND GOVERNMENT RELATIONS, WHIRLPOOL POLSKA; ERJON KRUIJA, CONSUL FOR POLITICAL AND ECONOMIC AFFAIRS AT US CONSULATE

GENERAL IN KRAKÓW; PIOTR WETMAŃSKI, JLL; ANDREA RIGGIO, GM, CEE WHIRLPOOL; MARZENA DRELA, AMCHAM OPERATIONS DIRECTOR; MARIUSZ WAWER, HEAD OF GOVERNMENT RELATIONS & ECG AT 3M EAST EUROPE REGION; TONY HOUSH, AMCHAM CHAIRMAN; RADOŚLAW KASKIEWICZ, AMCHAM BOARD MEMBER (3M); MARTA PAWLAK, AMCHAM LEGAL & PUBLIC POLICY DIRECTOR; DOMINIK JANUSZEWSKI, JLL. MARTA WROCHNA, MEMBER OF THE BOARD OF DIRECTORS, ŻABKA; JAKUB FREJLICH, JLL; ARTUR MAJSTEREK, A&A HOLDING.



AMCHAM DISCUSSION PANEL

THE DIFFERENT WAYS IN WHICH POLAND AND THE US CAN WORK TOGETHER WERE ON THE AGENDA OF A DISCUSSION PANEL FOCUSING ON THE PROSPECTS FOR COOPERATION BETWEEN THE TWO COUNTRIES IN BUILDING STRATEGIC PARTNERSHIPS IN ENERGY SECURITY, CYBERSECURITY, LABOR SECURITY, DEFENSE AND ECONOMIC TRANSFORMATION. THE PANELISTS WERE MATEUSZ BONCA, CEO, JLL; ERIK EMILSSON, HEAD OF GLOBAL NETWORK BANKING POLAND, CITI HANDLOWY; TONY HOUSH, AMCHAM CHAIRMAN; JAROSŁAW KROC,

COUNTRY MANAGING DIRECTOR, ACCENTURE; AND MICHAŁ KUCHARCZYK, DIRECTOR, MANAGEMENT BOARD DEPARTMENT OF THE POLISH INVESTMENT AND TRADE AGENCY PAIH. TOMASZ SMURNA, MEMBER OF THE BOARD OF DIRECTORS, THE PULASKI FOUNDATION, MODERATED THE DISCUSSION. IN PICTURES: 1. THE DISCUSSION IN PROGRESS. 2. MATEUSZ BONCA. 3. ERIK EMILSSON. 4. TONY HOUSH. 5. JAROSŁAW KROC. 6. MICHAŁ KUCHARCZYK.



AMCHAM MEDIA CORNER

THE AMCHAM DINER HOSTED A LIVE STUDIO BY TVN 24 BIŚ, WHOSE JOURNALIST JAN NIEDZIALEK CONDUCTED INTERVIEWS WITH CEOs OF POLAND'S INNOVATIVE FIRMS, INCLUDING REPRESENTATIVES OF AMCHAM MEMBER COMPANIES, AND GOVERNMENT OFFICIALS. THEY TALKED ABOUT A RANGE OF ISSUES INCLUDING POLAND-US ECONOMIC RELATIONS, THE INVESTMENT CLIMATE

IN POLAND AND GEOPOLITICS. IN PICTURES: 1. JERZY BUZEK, CHAIR OF THE EUROPEAN COMMISSION'S COMMITTEE ON INDUSTRY, RESEARCH AND ENERGY. 2. ANNA GRABOWSKA, CHIEF COMMERCIAL OFFICER, ŻABKA. 3. MATEUSZ BONCA, CEO, JLL. 4. MARZENA DRELA, AMCHAM OPERATIONS DIRECTOR. 5. ANDREA RIGGIO, GM, CEE WHIRLPOOL.



MAKING IMPACT AT IMPACT'23

This year marks the second consecutive year when AmCham Diner was present at Impact, the annual international conference held in Poznań, focusing on how modern business impacts society.

The 2023 edition drew nearly 5,000 participants, including over 600 speakers, who, on May 10-11, filled the Poznań Congress Center to discuss "new ecosystems" created by business, science, technology and geopolitics. The opening session was dedicated to climate change and the optimism of young generations to tackle it, delivered by Sophia Kianni, a US-based climate activist and Executive Director of Climate Cardinals, a not-for-profit organization educating on climate in 100 languages. AmCham Chairman Tony Housh moderated a panel discussion entitled "Public-Private Partnership in National Security Strategy" with speakers Mark Boris Andrijanić, Vice President for International Markets at kumo.ai; Marcin Oleander, Public Policy and Government Relations Manager for Central and Eastern Europe at Google; Janusz Cieszyński, Minister of Digitization; and Wojciech Pawlak, GM of Poland's internet administrator NASK. Throughout the conference, the AmCham Diner served as a place for multi-stakeholder dialogue and exchange of ideas and experience. Among its guests were Health Minister Adam Niedzielski, Minister of Digitization Janusz Cieszyński, Chairman of the Board of the Polish Development Fund Paweł Borys, Chairman of the Warsaw Stock Exchange Marek Dietl, Poznań Mayor Jacek Jaśkowiak, and US Ambassador to Poland Mark Brzezinski. AmCham Diner also hosted a TVN24 and TVN24 BIS live studio for interviews with representatives of business and government. The diner was popular with conference participants many of whom visited it to enjoy its special "Americana" atmosphere and interface with other participants over food and drink.

CHALLENGES AHEAD

The discussion topics that American companies brought to the table included challenges and opportunities ahead for the economy, investment, energy transformation, support for Ukraine, and the application of new technology including artificial intelligence (AI).

In a conversation with TVN24 journalist Jan Niedzialek, Google's President for Business & Operations in EMEA Matt Brittin said that engineers from Poland and other countries in Central and Eastern Europe who have amazing talent and creativity "have a big part to play in harnessing AI". Brittin referred to AI as "a transformative technology" which so far has helped to achieve enormous breakthroughs in many areas including screening for breast cancer; modeling proteins "that can lead to faster drug discovery"; fighting the climate crisis; and Google translation services "which helps people understand the world". He noted that there are concerns about potential

risks that may be involved with AI. "We should make sure that we are not so risk averse that we do not innovate anymore and miss huge benefits to come," he said, explaining that AI should be approached in a balanced way while those of its aspects that may be misused need to be regulated. "AI is a new type of technology and what is new about it is that it is capable of learning. We should be careful in the ways how we apply it," he said.

In his view, AI development "is a team activity" and many stakeholders should be involved in it including "ethicists, governments, communities and technologists" to harness the technology for good. It is too big a technology for businesses to just let it go. However, with the right approach to AI "it will help us to be more productive, safer, healthier, and with perspectives for a sustainable future for the planet," Brittin said.

OUTLOOK FULL OF HOPE

A positive view on how AI and other new technology can be applied in business was presented by Adam Mańkowski, Vice President, Żabka, a chain of convenience franchise stores; and Marta Wrochna-Łastowska, Member of the Management Board of the Żabka Group, responsible for developing financial strategy.

Mańkowski said that since its inception 25 years ago, Żabka has managed to open 10,000 stores in Poland. Last year it opened 1,000 stores. It was possible, because six years ago Żabka had been through a major technological transformation, which utilized AI, machine learning and big data analysis. With this, the company was able to follow market trends and put out a more attractive offer to customers.

At the same time, technology let Żabka do big data analytics in deciding where to open new stores ahead of market trends in given geographic areas. Thanks to it, the failure rate for new stores has become minuscule and almost every new Żabka is a success story.

"The beauty of AI is that it learns constantly and continues to be accurate in its predictions despite the progress in the market," Mańkowski said, adding that AI can "predict" the value of the annual turnover of a planned location, and practice shows that the accuracy of AI predictions is 99 percent. With this, Żabka is optimistic it can open 1,000 new stores this year.

Marta Wrochna-Łastowska said that Żabka was fortunate to start its digital transformation in 2017 and by now it has learned how to use AI and big data analytics and modeling. Żabka's most recent technology addition is an internal Chat GPT (Chat Generative Pre-trained Transformer, which is a large language model-based chatbot). It assists Żabka personnel in their daily tasks as an aid tool for humans that they can use if they feel it helps them in fulfilling some dull and error-prone tasks, but it is not meant to replace humans.

WAR AND PROSPERITY

Despite the war in Ukraine, Poland continues to be a safe place for foreign investors, said another AmCham Diner guest, Paweł Borys. He noted that in 2022, the inflow of FDI to Poland grew by 5 percent year-on-year, as multinational companies began to shorten their supply chains by relocating them from the Far East closer to destination markets, including Poland. "With the complex geopolitical situation, security of supply is key. Poland is perceived as a secure location and a competitive market," Borys said.

Another AmCham Diner guest, WSE's Marek Dietl, pointed out that the relatively high inflation, which had come as war-related high energy prices, was good for many companies in Poland, which earlier, when inflation was low, could not raise product prices while at the same time they had to raise workers' salaries, which cut their profit margins. Another AmCham Diner guest, Szymon Andrzej Szykowski vel Śęk, Secretary of State at the Ministry of Foreign Affairs, said that the Polish government is positive that when the war ends Ukraine will be on the right path to become an EU member state. "Poland supports Ukraine's bid for EU membership and is interested in helping Polish companies participate in rebuilding the Ukrainian economy," he said.

GREEN TRANSFORMATION

Talking to TVN24, AmCham Chairman Tony Housh said that there are business opportunities and space for Poland-US cooperation in many key economic areas, including green transformation of the Polish economy and the energy sector "beyond nuclear energy".

Interviewed at AmCham Diner Media Corner, Radosław Kaskiewicz, Chairman and Managing Director of 3M in Poland, noted that green economy was one of the main important topics of the conference.

The change to green is inevitable because it is fueled by consumers who seek out products with limited climate footprint, and even those that help tackle climate change in positive ways. To meet such client expectations, 3M in Poland has been using renewable energy sources for two years now and is investing in new photovoltaic energy sources in its Wrocław facilities to improve the energy mix that the company has, Kaskiewicz said. Using clean energy sources is key for industry as its reliance on electric power is increasing. Companies invest in digitization procedures and efficiency, Industry 4.0 solutions, robotization and other long-term cost optimizations. According to Kaskiewicz it is a good trend in the Polish economy because "Poland does not want to be a simple assembly-line country but use advanced technology not only in information but also in other areas including manufacturing and production."

The AmCham Diner impact'23

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AmCham Diner Partners



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Live Studio



The Diner was an impressive venue to meet and network, share experience and ideas, and enjoy the great American atmosphere

AMCHAM DINER

IMPACT '23

THE AMCHAM DINER SERVED AS A PLACE FOR MULTI-STAKEHOLDER DIALOGUE AND EXCHANGE OF IDEAS AND EXPERIENCE. AMONG THE GUESTS WERE GOVERNMENT MINISTERS, LOCAL AND CENTRAL GOVERNMENT REPRESENTATIVES, BUSINESS LEADERS AND CEOs OF AMCHAM MEMBER COMPANIES. IN PICTURES: 1. AGNIESZKA JANKOWSKA, AMCHAM BOARD MEMBER (T-MOBILE); JANUSZ CIESZYŃSKI, MINISTER OF DIGITIZATION; TONY HOUSH, AMCHAM CHAIRMAN; MARZENA DRELA, AMCHAM OPERATIONS DIRECTOR. 2. MARTA PAWLAK, AMCHAM LEGAL & PUBLIC POLICY DIRECTOR; PAWEŁ LEWANDOWSKI, UNDER SECRETARY OF STATE AT THE MINISTRY OF DIGITIZATION; AGNIESZKA JANKOWSKA; TONY HOUSH; MARZENA DRELA. 3. MARTA PAWLAK; KASIA KIELI, PRESIDENT AND MANAGING DIRECTOR, TVN WARNER BROS. DISCOVERY POLAND; KATARZYNA ISSAT, SENIOR CORPORATE COMMUNICATIONS DIRECTOR TVN WARNER BROS. DISCOVERY POLAND. 4. TONY HOUSH; KRZYSZTOF KRAWCZYK, PARTNER, HEAD OF THE WARSAW OFFICE AT CVC CAPITAL PARTNERS. 5. PAWEŁ BORYS, CHAIRMAN, POLISH DEVELOPMENT FUND; MARZENA DRELA. 6. WOJCIECH NIEWIERKO, PMI; MARZENA DRELA. 7. MAREK

DIETL, CHAIRMAN, THE WARSAW STOCK EXCHANGE; TONY HOUSH. 8. TONY HOUSH; MARZENA DRELA; JACEK JAŚKOWIAK, POZNAŃ MAYOR. 9. MARZENA DRELA; SZYMON ANDRZEJ SZYKOWSKI VEL SĘK, SECRETARY OF STATE, THE MINISTRY OF FOREIGN AFFAIRS. 10. WIESŁAW GORZELAK, GM POLAND, DELL; MARZENA DRELA; MARTA PAWLAK; TONY HOUSH; RADOŚLAW KASKIEWICZ, AMCHAM BOARD MEMBER (3M). 11. WIESŁAW GORZELAK; TONY HOUSH. 12. ANITA KOWALSKA, AMCHAM; MARZENA DRELA; MAŁGORZATA STANOWSKA, UBER; MARTA PAWLAK; ANNA KORENKA, CLEAN POLAND PROGRAM ASSOCIATION (CZYSTA POLSKA). 13. ANITA KOWALSKA; MAŁGORZATA STANOWSKA; MARTA PAWLAK; MARZENA DRELA; AGNIESZKA JANKOWSKA; JOLANTA JAWORSKA, AMCHAM BOARD MEMBER (IBM). 14. ANDRZEJ WILK, VICE PRESIDENT OF THE MANAGEMENT BOARD, CITI HANDLOWY; MICHAŁ KIRSTEIN, SENIOR VICE PRESIDENT, HEAD OF DIGITAL SALES AND MARKETING, CITI HANDLOWY; MARZENA DRELA. 15. MARZENA DRELA; MARIUSZ WAWER, 3M; TONY HOUSH; RADOŚLAW KASKIEWICZ. 16. JAGODA ZAKRZEWSKA, GOOGLE; MARZENA DRELA.





A PROMINENT GATHERING

IMPACT' 23 WAS ATTENDED BY TOP MANAGERS FROM THE LARGEST GLOBAL COMPANIES, POLICYMAKERS, REGULATORS, OUTSTANDING SCIENTISTS, AS WELL AS WORLD-CLASS EXPERTS. OVER 600 OF THEM DISCUSSED THE MOST PIVOTAL ISSUES FOR BUSINESS AND THE ECONOMY TODAY, AND SHARED THEIR VIEWS ON AND EXPERTISE IN OVER 20 THEMATIC

AREAS. SPECIAL SPEAKERS WERE THE WORLD-RENOWN ACTRESS NATALIE PORTMAN, THE BESTSELLING AUTHOR NASSIM NICHOLAS TALEB, AND ADAM TOOZE, A COLUMBIA UNIVERSITY PROFESSOR AND THE AUTHOR OF THE ACCLAIMED BOOK *CRASHED*.



THE US AMBASSADOR AT AMCHAM DINER

THE LEADING FIGURE REINFORCING POLAND-US STRATEGIC PARTNERSHIP, US AMBASSADOR TO POLAND MARK BRZEZINSKI, JOINED AMCHAM DINER AT IMPACT'23 TO MEET WITH THE DINER PARTICIPANTS AND DISCUSS POLAND-US RELATIONS. IN PICTURES: 1. MARZENA DRELA, AMCHAM OPERATIONS DIRECTOR; TONY HOUSH, AMCHAM CHAIRMAN; ADAM

NIEDZIELSKI, MINISTER OF HEALTH; MARTA PAWLAK, AMCHAM LEGAL & PUBLIC POLICY DIRECTOR; MARK BRZEZINSKI. 2. MARZENA DRELA; TONY HOUSH; MARK BRZEZINSKI; AGNIESZKA JANKOWSKA, AMCHAM BOARD MEMBER (T-MOBILE); MARTA PAWLAK.



THE DISCUSSION PANEL

AMCHAM CHAIRMAN TONY HOUSH MODERATED A DISCUSSION PANEL ENTITLED "PUBLIC-PRIVATE PARTNERSHIPS IN NATIONAL CYBERSECURITY STRATEGIES". THE PANELISTS WERE MARK BORIS ANDRIJANIČ, VICE PRESIDENT FOR INTERNATIONAL MARKETS AT KUMO.AI; MARCIN OLENDER, PUBLIC POLICY AND GOVERNMENT RELATIONS MANAGER FOR CENTRAL

AND EASTERN EUROPE AT GOOGLE; JANUSZ CIESZYŃSKI, MINISTER OF DIGITIZATION, AND WOJCIECH PAWLAK, GENERAL DIRECTOR OF POLAND'S INTERNET ADMINISTRATOR NASK. IN PICTURES: TONY HOUSH; MARK BORIS ANDRIJANIČ; MARCIN OLENDER; WOJCIECH PAWLAK; JANUSZ CIESZYŃSKI.



THE AMCHAM DINER LIVE TV STUDIO

AMCHAM PARTNER TVN24, TVN24BIS FACILITATED THE ONGOING STAKEHOLDER DIALOGUE AT THE AMCHAM DINER WITH TVN JOURNALIST JAN NIEDZIAŁEK INTERVIEWING THROUGHOUT THE CONFERENCE AMCHAM DINER GUESTS, INCLUDING CEOs OF AMCHAM MEMBER COMPANIES, BUSINESS LEADERS AND LOCAL AND CENTRAL GOVERNMENT POLITICIANS. IN PICTURES: 1. JANUSZ CIESZYŃSKI, MINISTER OF DIGITIZATION. 2. ADAM NIEDZIEMSKI, MINISTER OF HEALTH. 3. SZYMON ANDRZEJ SZYŃKOWSKI VEL SEK, SECRETARY OF STATE, THE MINISTRY OF FOREIGN AFFAIRS. 4. MATT BRITTIN, PRESIDENT FOR THE EMEA, GOOGLE. 5. JACEK JAŚKOWIAK, POZNAŃ MAYOR. 6. PAWEŁ BORYS, CHAIRMAN, POLISH DEVELOPMENT FUND. 7. TONY HOUSH, AMCHAM CHAIRMAN. 8. RADOŚLAW KASKIEWICZ, AMCHAM BOARD MEMBER (3M). 9. MARZENA DRELA, AMCHAM OPERATIONS DIRECTOR; JAN NIEDZIAŁEK.



A VIBRANT MEETING PLACE

THE AMCHAM DINER WAS A POPULAR MEETING PLACE DURING THE IMPACT CONFERENCE WITH FREE COFFEE AND CHEW PROVIDED BY DINER PARTNER ŻABKA GROUP. OTHER PART-

NERS WERE 3M, BAT, CITI HANDLOWY, GOOGLE, UBER. SPONSORS IN-KIND WERE PEP-SICO AND PERLA.



HANDS ACROSS THE OCEAN

COLLABORATION BETWEEN POLAND AND THE US IS OF STRATEGIC IMPORTANCE FOR BOTH COUNTRIES

In June, AmCham met with Secretary of State Paweł Szrot, Chief of the President's Office, who substituted for President Andrzej Duda. The president could not attend as he was scheduled for urgent consultations of the B9 security summit, according to the Presidential Chancellery. Present at the meeting were also Mark Brzezinski, US Ambassador to Poland, and Tony Housh, AmCham Chairman.

RELIABLE PARTNER

In his presentation, Minister Szrot read a letter from President Duda to AmCham Poland. In the letter, Poland's President said that Poland and the US have had a long history of economic partnership including trade and investment. On this foundation we are building ambitious plans for even deeper cooperation in the coming years and decades.

The war in Ukraine confirms that Poland is key to the Euro-Atlantic alliance and it is in the interest of the US to continue its economic and political investments in Europe and particularly in Poland—an important flank of NATO.

Poland supports US activities aimed at supporting NATO and delivering the necessary aid to Ukraine.

Poland has championed energy diversification in Europe. This strategic challenge has been

supported by the US—Poland is the largest recipient of LNG from the US in the EU. Poland and the US have also signed an inter-governmental agreement on the development of nuclear energy in Poland. The construction of nuclear reactors based on American technology will be an important aspect of Poland's energy transition, boosting Poland's energy security and the competitiveness of the economy.

Minister Szrot underlined that while Polish-US relations have reached unprecedented intensity, the potential to deepen it remains vast. Minister Szrot said "Our main goal is the further intensification of Polish-American cooperation in terms of trade, investment, the power industry, research, and development."

DEMOCRATIC VALUES

Ambassador Brzezinski said that the war in Ukraine is a transformational moment for the world as over 50 countries worldwide have made an alliance to aid Ukraine's defense and humanitarian efforts. In this alliance, Poland plays a pivotal role, which has been underlined by two visits that President Biden made to Poland to thank the Polish people for the aid they rendered to Ukrainian refugees in Poland, and to affirm that the NATO alliance is strong.

The ambassador said that Poland's defense

modernization program and its investments in US-made equipment are an important part of the country's NATO commitments to defense expenditures. "This, coupled with the presence of US troops in Poland sends a clear message that NATO's eastern flank is secure," Ambassador Brzezinski said.

He noted that as the Western community continues to support Ukraine for as long as it takes, American businesses have to start planning for their participation in the massive economic reconstruction of Ukraine—the largest such economic recovery program since the Marshall Plan after WW2.

The ambassador said that Poland must play "a massive leadership role in the process of rebuilding the Ukrainian economy" because "Poland's economic success in the last 20 years serves as a poignant example of what is possible for Ukraine in Central and Eastern Europe, if we get this right."

The ambassador also noted that successful cooperation between Poland and the US must include "a shared embrace of values and democratic practice" including in ensuring that there is a level playing-field in the context in which any transfer of power is peaceful, orderly and respectful of the will of the people.

IN JUNE, AMCHAM MET WITH SECRETARY OF STATE PAWEŁ SZROT, CHIEF OF THE PRESIDENT'S OFFICE, WHO RELAYED COMMENTS FROM PRESIDENT ANDRZEJ DUDA ON THE POLISH-US RELATIONS. THE US GOVERNMENT POINT OF VIEW WAS PRESENTED BY MARK BRZEZINSKI, US AMBASSADOR TO POLAND. TONY HOUSH, AMCHAM CHAIRMAN, DELIVERED THE OPENING SPEECH OF THE MEETING. THE VENUE WAS THE WESTIN WARSAW HOTEL.

IN PICTURES: 1. PAWEŁ SZROT, CHIEF OF THE CHANCELLERY OF THE POLISH PRESIDENT. 2. MARK BRZEZINSKI, US AMBASSADOR TO POLAND. 3. TONY HOUSH, AMCHAM CHAIRMAN. 4. ZDZISŁAW SOKAL, MEMBER OF POLISH PRESIDENT'S ADVISORY COUNCIL; TONY HOUSH, PAWEŁ SZROT. 5. ZDZISŁAW SOKAL; MARZENA DRELA, AMCHAM OPERATIONS DIRECTOR;

PAWEŁ SZROT, MARTA PAWLAK, AMCHAM LEGAL AND PUBLIC POLICY DIRECTOR. 6. DR. BARBARA STEPNOWSKA, AMCHAM GDAŃSK DIRECTOR; MARTA PAWLAK, MARZENA DRELA, MAREK SZYDŁOWSKI, INTEGER.PL S.A./INPOST. 7. PRIOR TO THE MAIN MEETING, PAWEŁ SZROT TALKS TO THE AMCHAM BOARD OF DIRECTORS. 8. TONY CLAREY, EUVIC; JAMES LINDLEY US EMBASSY. 9. MONIKA CIESIELSKA-MRÓZ, AMCHAM WROCŁAW DIRECTOR (PM GROUP); DR. BARBARA STEPNOWSKA; MONIKA SŁOMKA, PM GROUP. 10. ANITA KOWALSKA, AMCHAM POLAND; MATEUSZ JURCZYK, AMCHAM KRAKÓW & KATOWICE DIRECTOR; ANNA SAPOTA, TOMRA. 11. THE MEETING IN PROGRESS.



CELEBRATING AMERICA'S INDEPENDENCE

In July, AmCham Poland honored the 247th anniversary of American independence with over 700 AmCham members and friends—including Polish and US government representatives and MPs—who came together to the Royal Castle Gardens in Warsaw. The motto of the event, "Stronger Together" reflected the spirit of unity and shared values represented by Poland and the US. The official part of the event, hosted by Marzena Drela, AmCham Operations Director and Mateusz Walczak, TVN24, included live performance of Polish and American national anthems by the Warsaw University Choir, the Presentation of the Colors by the US Marine Corps, and the address to the gathering by US Ambassador to Poland Mark Brzezinski.

HISTORIC SIGNIFICANCE

The ambassador said Poland and the US have been linked in the struggle for freedom and the search for opportunity for well over two centuries.

He referred to the venue—the Royal Castle Gardens—and the adjacent Warsaw Old Town—as of historic significance for the Polish people. The district was leveled to the ground during WW2 and then rebuilt after the war in an effort with nationwide support. "Whenever I have Americans come to visit me here in Poland, this Old Town and the Royal Castle is the first place I take them to," the ambassador said, adding that "it is a great way to begin to understand Poland because this signifies the enduring Polish spirit".

He said that while on July 4 Americans celebrate freedom, liberty, and independence, they are aware of the fact that the US is "a work in progress". "Liberty, freedom and independence is something we have to continue to fight for", the ambassador said, adding that this attitude is "something we share with our friends here in Poland".

Ambassador Brzezinski said that it is exemplified by the two countries' reaction to the Russian invasion of Ukraine. He quoted US President Joe Biden, who, when visiting Warsaw earlier this year, said that "Poland and the

US are stronger together" because "there is strength in the unity of purpose".

The ambassador said that Poland and the US are united in their determination to stand with Ukraine "as long as it takes", and added that it includes being by Ukraine's side as the country recovers from the Russian aggression."

Citing US Secretary of State Anthony Blinken, Ambassador Brzezinski said that the recovery is "about laying the foundations for Ukraine "to thrive as a secure and independent country fully integrated into Europe".

"Every investment that we make into Ukraine's recovery, both now and in the long term, gets us closer to that," the speaker said noting, that so far the US has contributed over USD 20 billion in assistance for Ukraine, and USD 1.3 billion to help Ukraine recover. He noted that Poland has been also generous in helping Ukrainian refugees in Poland, and providing additional aid and assistance to Ukraine.

The private sector has a pivotal role to play in Ukraine's economic recovery, the ambassador indicated. "Only the private sector can mobilize the level of investment needed to meet Ukraine's needs. American companies in Poland will play a massive role in the rebuilding and the transformation of Ukraine. This will be a transformational moment—a time of renewal and opportunity—and we will usher in a historic era of innovation fueled by the private sector," he said.

The ambassador noted that both Poland and the US have realized such opportunities. "The selection of Westinghouse and Bechtel for the construction of Poland's first nuclear power plant is totally game-changing," he said noting that it was "the largest single deal that a US Embassy advanced anywhere in the world last year". The project will be also important for Poland's long-term security. "It is a historic partnership and one that will define the Poland-US relationship," the speaker said.

The speaker also singled out the Intel announcement which revealed, a few weeks back, that the company will build a semiconductor plant outside of Wrocław. "The digital future runs on semiconductors and that future will start right here in Poland," Ambassador

Brzezinski said. "It represents one of the largest US investments in Poland and is a perfect example of the strength of our partnership."

He concluded his speech by saying that the best for Poland and the region of Central and Eastern Europe is "yet to come" but to advance it both countries "must remain aligned and remain united in our efforts to support Ukraine".

The Partners and Sponsors of the event were Dentons, Avis Car Rental, BAT, Dell, FedEx, Northrop Grumman Corporation, Philip Morris International, Uber, Amazon.com, Citi Handlowy, The Walt Disney Company, Universal Express, Express Relocations, AM-MEGA, Exadel, Flex-Poland, Gemini.pl-*Twoja platforma zdrowia*, Honeywell, JLL, Linde, Lockheed Martin, Procter & Gamble, Pfizer, and Steelcase.

The In-Kind Partners were Hotel Bristol, a Luxury Collection Hotel, Warsaw; Brown Forman; Coca-Cola; HBC; Gallo Family Vineyards; InterContinental Warsaw; Warsaw Marriott Hotel; Nobu Warsaw; Pepsi, Perla-Browary Lubelskie; Sheraton Grand Warsaw and Stock Polska.

THE AMCHAM RAFFLE

The proceeds from the 4th of July raffle went to aid Fundacja the Ronald McDonald House Charities Polska in the construction of the third Ronald McDonald House in Poland for the patients of the Children's Memorial Health Institute in Międzylesie. The Ronald McDonald House will provide free of charge accommodation and support to families of seriously ill children treated at the hospital, including the families of patients from Ukraine.

This year, the raffle will also support Corporate Aid for Ukraine—a rapid response, front-line charitable fund created in March 2022 for the purpose of providing immediate humanitarian aid to Ukrainians, both in-country and refugees. CAU was spearheaded by the American Chamber of Commerce in Poland in cooperation with several leading business organizations.

1. THE CELEBRATION BEGINS: MASTERS OF CEREMONY MATEUSZ WALCZAK FROM TVN24 AND MARZENA DRELA, AMCHAM OPERATIONS DIRECTOR, WITH THE WARSAW UNIVERSITY CHOIR. 2. MATEUSZ WALCZAK; MARZENA DRELA; MARK BRZEZINSKI, US AMBASSADOR TO POLAND; MEMBERS OF THE AMCHAM BOARD OF DIRECTORS: TONY HOUSH, AMCHAM CHAIRMAN; JOHN LYNCH, AMCHAM VICE CHAIR (LYNKA); JOLANTA JAWORSKA, AMCHAM TREASURER (IBM); MAŁGORZATA SKONIECZNA (PEOSICo); DOROTA DABROWSKA-WINTERSCHILD (CEC GROUP); ELŻBIETA CZETWERTYNSKA, (CITI HANDLOWY); DAVID DEBENEDETTI (DEBENEDETTI MAJEWSKI SZCZESŃIAK). 3. MARK BRZEZINSKI, US AMBASSADOR TO POLAND.

4. TONY HOUSH. 5. BARTŁOPIEJ KORDECZKA, CO-MANAGING PARTNER, DENTONS. 6. US MARINE CORPS PRESENT THE STARTS AND STRIPES. 7. DAVID DIXON, PIOTR DULEWICZ, DENTONS; MARK BRZEZINSKI; IGA NIEWIADOMSKA, BARTŁOPIEJ KORDECZKA, DENTONS. 8. MARTA PAWLAK, AMCHAM LEGAL AND POLICY DIRECTOR; OLEH KUTS, CHARGE D'AFFAIRS, EMBASSY OF UKRAINE; TONY HOUSH; JOLANTA JAWORSKA; MAKSYM MUZYCHKO, IBM. 9. BARTŁOPIEJ KORDECZKA; MARK BRZEZINSKI; TONY HOUSH; JOHN LYNCH. 10. MARK BRZEZINSKI; TONY HOUSH; ROMAN REWALD; KRZYSZTOF KŁAPA, RONALD MCDONALD FOUNDATION.

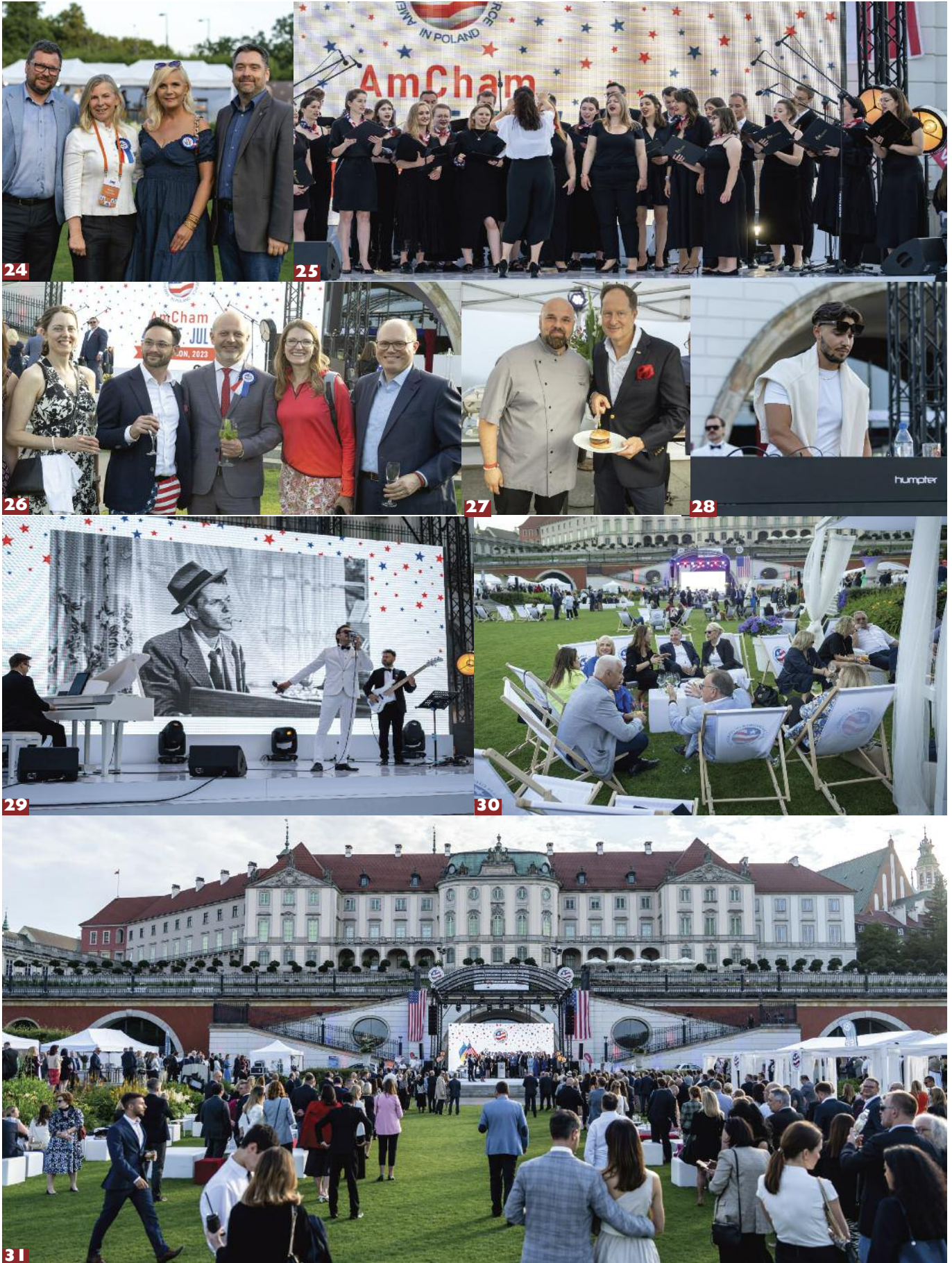


AMCHAM 4TH OF JULY CELEBRATION



11. Zdzisław Sokal; Advisor to the Chancellery of the President of Poland; Małgorzata Bonikowska, CSM; Iga Niewiadomska; David Dixon; Tony Housh. 12. James Lindley, US Embassy; Mark Brzezinski; Marzena Dreła; Tony Housh. 13. Tony Housh cuts the America's Birthday Cake. 14. David Dixon; Tony Housh; Mark Brzezinski; Jolanta Jaworska; Anita Kowalska; Małgorzata Skonieczna; Bartłomiej Kordeczka. 15. Juan Jimenez, Newmark Polska; Elżbieta Czetwer-

tyńska. 16. Paweł Zegarłowicz, Citi Handlowy; David DeBenedetti; Wojciech Jackowski. 17. The Uber team: Piotr Balcerowski, Marcin Moczyróg, Małgorzata Stanowska, Iwona Kruk. 18. Aldona de Rey, Aleksandra Wiśniewska, Air France KLM; Mateusz Walczak, TVN24. 19. Katarzyna Borucka, Coca-Cola HBC; Marzena Dreła. 20. Dorota Dąbrowska-Winterschild; James Wolfe, US Embassy; Małgorzata Skonieczna. 21. Marek Nowicki, ZPP; Aleksandra Kośeła,



24. MAREK ŻÓŁTOWSKI, BAT; MARTA PAWLAK; MATEUSZ JURCZYK, AMCHAM KRAKÓW & KATOWICE DIRECTOR. 22. DOMINIKA STĘPIŃSKA-DUCH, WARNER BROS. DISCOVERY, MARZENA DRELA. 23. SEBASTIAN KAŁETA, SECRETARY OF STATE AT THE MINISTRY OF JUSTICE; DAMIAN KOWALCZYK, PRAGA-PÓŁUDNIE COUNCIL MEMBER. 24. LESŁAW KRZEWSKI, WARSAW ROYAL CASTLE; BEATA POSYNIAK, MARKETING HOUSE; MARZENA DRELA; PAWEŁ GUTT, WARSAW ROYAL CASTLE. 25. THE WARSAW UNIVERSITY CHOIR WHICH SANG THE AMERI-

CAN AND POLISH NATIONAL ANTHEMS. 26. DARLA BROWN, US COMMERCIAL SERVICE; ROB RUDICH, US EMBASSY; MATEUSZ JURCZYK; HEATHER ROGERS; RYAN BOWLES, US EMBASSY. 27. MARCIN SASIN, CHEF OF THE SHERATON GRAND WARSAW; MARK BRZEZINSKI. 28. DJ LEON MYSZKOWSKI. 29. AMERICAN CLASSIC SONGS PERFORMED BY JAZZ BROTHERS BAND. 30. THE CELEBRATION IN PROGRESS. 31. OVER 700 AMCHAM MEMBERS AND FRIENDS CAME TO THE PARTY.

AMCHAM 4TH OF JULY CELEBRATION



31. THE AMCHAM TEAM: MARZENA DRELA; ANITA KOWALSKA; MARTA PAWLAK; BARBARA POCIALIK; GABRIELA STANGRECIAK; JUSTYNA SEKUŁA; KAROL WITASZEK; ELIZA PRZEŹDZIECKA; IWONA WOŹNICA; PAWEŁ BOLEK; MATEUSZ JURCZYK; BARBARA STEPNOWSKA, AMCHAM GDAŃSK DIRECTOR. 32. THE NOBU SUSHI STAND. 33. IN THE VIP ZONE. 34. INSIDE THE KU-

BICKI ARCADES. 35. THE BAT STAND. 36. THE STOCK STAND. 37. THE JACK DANIEL'S STAND. 38. THE PHILIP MORRIS STAND. 39. THE COFFEE COSTA STAND. 40. THE INTERCONTINENTAL ICE-CREAM. 41. THE STOCK PROSECCO STAND. 42. THE AVIS ZONE. 43. THE MARRIOTT ICE-CREAM. 44. RAFFLE PRIZES. 45. THE HISTORIC ROYAL CASTLE GARDENS.

AmCham expresses warm gratitude to all July 4th Celebration Partners for their support, without which the event would not have been the success it was!

PLATINUM PARTNER



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IN-KIND PARTNERS



PIONEERING PATHS FOR GROWTH



AmCham.pl Quarterly
Editor Tomasz Ćwiok talks
with **Krzysztof Krawczyk**, Partner, Head of the Warsaw office of CVC Capital Partners, a private equity fund with an aggregated investment portfolio of EUR 85 billion globally, about the pros and cons of the economic situation in Poland for investors.

With the COVID pandemic, the war in Ukraine and the energy crisis it has caused, the Polish economy has been through a number of stress tests. How do you evaluate its performance?

The Polish people have shown that they are incredibly flexible and can quickly adapt to crisis situations. It is our positive national characteristic that we can swiftly adjust to a changing environment. The outbreak of the war in Ukraine also demonstrated that we have powerful and open hearts and that we “do the right thing” to be on a right side of history. The grassroots movement and immense support from private businesses and ordinary people that has been generated to help our Eastern neighbor is unprecedented in the world. Polish society has welcomed over 3 million Ukrainians, thus becoming, at one point, the second-largest host of refugees in the world, after Turkey. This showcased that as a nation, we have excellent abilities to act quickly and flexibly in a changing environment. These features are also

reflected in business acumen. Polish managers passed the test in the wake of the pandemic and the war in Ukraine, demonstrating resilience to the so-called “black swan” events and agility to quickly adapt to external shocks. Poland is a hub of such managers, as evident from the examples of our portfolio companies such as Żabka, Stock, and previously, PKP Energetyka.

What are the challenges for the society and the economy?

Looking at the challenges, unfortunately, Poland is currently facing a “poly-crisis”, whereby multiple global crises are overlapping and compounding. The recent global turmoil has highlighted a significant reliance of the Polish economy on global supply chains, especially concerning energy sources. Poland had not been adequately prepared to consider alternative solutions. For instance, consider the history of the Baltic Pipe—the Norwegian pipeline project. While the pipeline was completed on time, its positive impact on the economy

was limited because sufficient amounts of gas had not been secured in advance, revealing vulnerabilities of the Polish state’s decision-making. This investment had been planned for years, yet the necessary steps to have enough gas on time were not taken. Another issue is the legal regulations and the need for administrative efficiency during the COVID-19 pandemic. The Polish administration did not fully meet expectations during this period and the pandemic exposed weaknesses in its international ties and networks, its relative isolation. Moreover, the deployment of financial aid was not carried out efficiently and was often misused. As a result, the burden of accountability was largely placed on entrepreneurs and society as a whole.

What makes Poland attractive to foreign investors?

The pandemic and the war have unquestionably accelerated changes in supply chains, a fact that has been recognized by Western investors, including those from the US. They un-

derstand that it is not just about low production costs and access to certain services. Security and continuity are also crucial factors. Poland, with its size and well-educated workforce, benefits from this evolution in supply chain channels.

Despite the ongoing regulatory instability, investors still see potential in Poland. Unfortunately, regulatory changes in Poland are often implemented without consulting the business sector. Despite this drawback, investors often opt for the so-called friendshoring in a country that is part of Western structures such as the EU or NATO.

The number of foreign investments in Poland is impressive, but when considering the size of Poland and its per capita GDP, these figures might not seem so remarkable. However, there is significant potential for further growth. If there were more predictability in the legal landscape and better communication between the government and the business sector, the investment climate could significantly improve.

This year, do you see any issues with FDI inflow to Poland?

From an investor's perspective, challenges are present worldwide. We can observe significant social tensions and challenges in countries like France, the UK, and Israel. So, in comparison to domestic social issues in other countries, Poland is not doing particularly poorly. However, Poland currently may not be in a stable economic position. Still, when looking at the broader context, very few other European countries were stable amid the COVID pandemic and with a war so close to their borders.

The pandemic and the war in Ukraine have disrupted global supply chains and new trends have emerged. Are there opportunities for the Polish economy?

According to the latest Reuters report, "A generational shift in sourcing," 67 percent of global retailers and manufacturers have altered their sourcing locations for materials and components due to recent supply chain disruptions. Poland must certainly embrace and align with this trend.

The new trends undoubtedly offer opportunities for the Polish economy. Firstly, they bolster the Polish labor market and create possibilities to attract new technologies, especially in the service industries. Looking at the glass as half full, let us hope that these trends will be result in the creation of added value for the economy, such as software development, rather than just relying on a relatively cheaper labor force.

This is advantageous for workers, but it also introduces competition for global players. The time will show how those opportunities work out for the society and the economy.

For businesses, these trends open up export opportunities in both the manufacturing and services sectors. Specifically, the software industry has seen significant growth, with Polish companies providing services to international clients and developing IT solutions for them. For many international investors having it done in Poland is considered a safer and more reliable option.

The world is moving towards a concept now being called "global regionalization". This trend indicates a desire for self-sufficiency in certain areas within regions. It answers the need for stable supply chains and de-

finied markets, but at the same time, there is a preference to source and receive goods and services from countries that share similar values and belong to the same political blocs. This highlights the significant importance of Poland's membership in the EU and NATO as essential for the growth of its economy.

What is the potential of local companies and talent in Poland in developing competitive tech solutions today?

Poland is a unique country where many IT solutions can be implemented on a large scale right away. What might take a long time to pilot in other countries can quickly enter the rollout phase in Poland. This is extremely important from the perspective of the entire tech and digital industry.

The involvement of IT solutions in CVC portfolio companies in Poland has significantly shifted in favor of local entities. Currently, we work with a range of tech ventures, from startups to more established Polish companies, covering various fields such as programming, retail tech, the Internet of Things — IoT— and the combination of IT solutions and modern hardware. We consciously strive to build long-term relationships with such entities. Some examples include Synerise, a Kraków-based company and developer of CRM systems with an AI engine; Trecom, a cloud and data security solutions provider; Autenti, specializing in process automation and security; and Nanovo, a developer of IoT solutions for the retail industry. The involvement of these firms in CVC's activities in Poland is steadily increasing, in parallel with Żabka's global partnership in retail with Microsoft.

How do you see the role of AI, robotics, and generally new technologies in boosting work efficiency in Poland?

This presents an opportunity for business. Automation is an absolute necessity when, firstly, labor costs are rising, and secondly, the availability of employees is decreasing; and in the background, we have a dynamic, variable market both in demand and supply, and we have to quickly adapt to customer expectations.

Automation, including robots, of internal business processes in production and in services delivered to clients, is a necessity for businesses in Poland for the Polish economy to

continue to develop. Automation is not meant to replace jobs but rather to complement the workforce and enhance its work efficiency. Despite low unemployment rates, the overall productivity of labor is not optimal. Given these circumstances, investing in automation becomes essential for the country's progress.

Over the past 30 years, the development in Poland has largely relied on having abundant access to skilled labor. This situation has, however, hindered the motivation for making capital-intensive investments in process automation. As a consequence, the Polish economy has become highly reliant on its workforce. In the current context of a saturated job market, the key to continuing growth lies in enhancing labor productivity. Adopting measures to increase efficiency and implementing workplace automation becomes crucial to enable the workforce to generate higher GDP. Without such advancements, many businesses will encounter obstacles in their pursuit of further growth.

According to experts from the Polish Institute of Economics, digitization, automation, virtualization of the labor market, and robotics in services will have the most significant impact on the job market's development by 2035. Poland has much to catch up on in these areas.

Moreover, in a report titled "Paths and Drivers of Productivity Growth in Poland," the World Bank said that despite remarkable economic growth in the last three decades, Poland still lags behind most European economies in digitization. Businesses cannot achieve everything on their own. Regulations that facilitate digital transformation are needed. It is high time business leaders in Poland boldly embraced technology to transform their companies in this highly competitive era of digitalization.

How do Polish management teams compare with their counterparts in the West where it comes to work culture and ethics?

This is one of the valuable aspects of the Polish economy, partly thanks to the role of American investors. Not only do Polish managers hold top positions within Poland but also in the international structures of their corporations. There are many Polish individuals at the helm of global and European boards of major corpora-

tions. This is one of the reasons why investors opt for direct investments in Poland. The flexibility, exceptional diligence, and intellectual curiosity of Polish managers distinguish them from their international peers. Polish managers in companies like Żabka, Stock, and previously PKP Energetyka stand out for their willingness to embrace change and innovation, seeking "out-of-the-box" solutions. This is driven by their recognition of development potential, entrepreneurial spirit, and hunger for innovation. As a result, we are shedding more and more of the complexes of an outdated economy, making us increasingly bold.

Investors are increasingly driven by the principles of ESG—Environmental, Social and Governance. Are you happy with regulatory guidance and standard setting in Poland in this respect?

At CVC, we believe that ESG is not merely an incremental or rubber-stamping exercise but is closely tied to the long-term viability of a business. It is an essential element of a company's stable financial development. We introduce ESG standards not as an add-on, but as a core aspect of all our portfolio companies' operations.

As an investor, I strongly believe in self-regulation and creating standards before they are imposed on businesses by regulators. We strive to make our companies pioneers in ESG, setting higher standards than current norms in this area. Our portfolio companies set high benchmarks for themselves, not only in terms of reporting but also continuous improvement in ESG practices. For instance, Żabka is among the top one percent of companies globally that best integrate non-financial ESG factors in their strategies and operations. It received a platinum medal in the EcoVadis ranking, which evaluates organizations worldwide based on sustainable development. Another CVC portfolio company, PKP Energetyka, achieved a Gold medal in EcoVadis at the time of exit. It ranked among the top 8 percent of best-rated companies worldwide in terms of environmental and climate impact, social aspects, ethics, and supply chain. These high ratings demonstrate our commitment to self-regulation and continuous improvement, further advancing ESG standards.

MAKING THE WHEELS ROLL



AmCham.pl Quarterly
Editor Tomasz Ćwiok
talks with **Anna Duvialard**,
Managing Director,
Business Services Center
Europe at Gates
Corporation, power
transmission solutions
manufacturer, about key
aspects of the company's
successful growth in
Poland.

In 2001, Gates invested in a production facility in Legnica, southwestern Poland. What can you tell us about the company's milestones in business development in Poland?

Gates has a long and successful history of business development in Poland, which began with the opening of its power transmission manufacturing facility in Legnica in 2001, followed by a fluid power plant in 2018. Our biggest European distribution center is located in Legnica and we employ 1,200 people onsite. The Legnica manufacturing hub is servicing the whole EMEA region, as well as other key global customers overseas. We have an extensive product range of fluid power and power transmission products, from hydraulic hoses to belts, kits, and hose and

tubing assemblies.

Over the years, Gates has established a very strong partnership with local suppliers and distributors, which has helped to support our growth in the region. Gates has been recognized for its commitment to innovation, quality, and sustainability, and has won numerous awards and certifications for its products and operations made in Poland.

What is driving the market today?

One key trend driving the market today is the shift toward electric and autonomous vehicles. As governments around the world implement stricter emissions regulations, and consumer demand for sustainable transportation options continues to grow, manufacturers are

investing heavily in the development of electric and autonomous vehicles. This trend is expected to continue and accelerate in the coming years, with many manufacturers planning to launch new electric and autonomous models in the next few years. Gates is investing in new products, from innovative thermal management solutions to replacement kits, to support this vehicle electrification opportunity. Another market driver is the focus on sustainability and environmental responsibility. As concerns about climate change and environmental degradation continue to grow, manufacturers are under increasing pressure to reduce their carbon footprint and adopt more sustainable practices - this includes efforts to reduce waste, conserve resources, and minimize the environ-

mental impact of manufacturing operations. Gates is focused on Eco-Innovation to deliver improved product performance, minimize energy and water consumption, and to reduce waste and GHG emissions.

What are the challenges in Poland, and more broadly, in Europe, for the market to grow?

One of the strategic focus areas at Gates over the last five years, has been producing products in-region/for-region. Gates has invested millions in its manufacturing footprint to ensure that every region can support local demand and has the flexing capacity to support other regions as needed. The pandemic exposed many vulnerabilities in global supply chains,

particularly in logistics and transportation. Disruptions to these caused by lockdowns, border closures, and other restrictions made it difficult for suppliers to get their products to market in a timely and cost-effective manner.

By moving production closer to their markets, suppliers can reduce their dependence on long and complex supply chains that are vulnerable to disruption; they can reduce transportation, logistics, and other costs associated with managing complex global supply chains. This move improves the resilience of their supply chains, reduces the risk of future supply chain disruptions and improves profitability and competitiveness.

In 2020, Gates opened its business services center in Wrocław, Poland. What led the company to establish Gates Business Services Europe?

This has indeed been a new milestone of Gates' development in Poland and once again demonstrates the company's commitment to the region and its confidence in Poland's business environment. We founded our Business Services Center in Wrocław in 2020 and moved to our corporate premises located in the Business Garden district in early 2021.

Our business services center plays a critical role in driving the company's financial operations and supporting its European business activities. We provide services helping Gates to operate more efficiently and effectively. Our team are skilled professionals working primarily within accounting, tax, customer experience, master data, pricing, HR, legal and IT functions. 2020 and 2021 were mostly focused on building the team and transitioning activities from Gates entities to our business services center. Thanks to digitalization and automation, we started a new phase in our development in 2022 with a strong focus on improving our end-to-end processes. Lots of exciting changes and transformations for Gates are being led from our center of excellence in Wrocław!

From your point of view, what are Poland's pros for foreign investors?

Poland's central location was a key

factor in our decision process of establishing manufacturing and business services facilities in the country. Poland is located in the heart of Europe and has easy access to major markets in the region. This makes the country an ideal location for companies looking to expand their operations. But beyond the geographical benefit, one of the main advantages we find is the talent pool. Poland has a well-educated and highly skilled workforce, with a strong focus on engineering, finance, IT and manufacturing. Language skills are also very strong, including many internationals living in the country. Today we count within our team 13 nationalities working together and not less than 17 languages spoken. This is quite impressive! As myself a foreign person living in Wrocław, I am impressed by the international and vibrant atmosphere of the city, the education level and professionalism of our team members. This goes from our interns, working part-time with us during their education, to our more experienced talents bringing real solid expertise on specialized topics.

How do you evaluate Poland's legal and regulatory frameworks that impact investors?

Poland has made significant improvements to its business climate over the past few years, including from the regulatory point of view. Many of them are driven by the legislation of the European Union of which Poland is a member state. However, similarly as in many countries, its legal and regulatory framework remains complex and could be improved to further facilitate business operations. In any case, business reality is and will always remain complex and we are glad to be supported by professional legal advisors who can help on the implementation of regulatory changes within our organization.

Poland has a relatively low unemployment rate and for many companies it is a challenge to recruit the talent they need. Do you face such challenges?

The talent shortage is indeed a key challenge for us but is certainly not limited to Poland. It is a challenge we are facing globally, as all compa-

nies do in the current environment. The Wrocław market is extremely competitive, with more than 200 business services centers established in the city. Inflation remains high. The market is tense, and competition for talent is real. As new technologies are introduced, manufacturers need to ensure that their employees have the skills and knowledge necessary to design, build, and maintain these technologies. This may involve providing training programs, offering continuing education opportunities, and incentivizing employees to stay up to date with the latest technological advancements.

What are the key aspects of your employment philosophy?

At Gates we are focused on building a great company culture and work atmosphere, with developmental opportunities. We provide fair compensation that is aligned to the market levels. Our workforce is looking to feel good about where they work and for a shared sense of purpose.

Employer branding and leadership are the key aspects, which we have built over the past 24 months. I am very proud of having an international and diverse team, with 65 percent female leaders within our management team. We promote collaboration, curiosity, and a positive environment focused on leveraging everyone's talents and giving everyone a chance to keep learning and growing. We are one team, riding through business challenges with each other and for each other. This teamwork culture is the number one answer we receive during our onboarding interviews after six weeks on the job, and I am proud of seeing such a positive and high-performing team working together every day. This is the only way to move mountains and drive significant transformations within Gates, which is what our business services center team is doing very successfully.

What opportunities for career development does Gates offer in its business services center in Poland?

The advantage of the Gates business services center is that we are a brand-new team leading key transformations in Europe. We are only at the beginning of the journey of improving and streamlining

our processes and implementing new tools to support our transformation through digitalization. We have already delivered significant continuous improvement projects in 2022 and have a full slate of process improvements in the works for 2023.

Every one of our team members receives the opportunity to be trained in project and change management and start their own change initiative within the company. The size of the change initiative does not matter. Small changes within one process can have a big impact on the company's efficiency. We are building and leveraging on our continuous improvement mindset, looking for pockets of innovation that will make a difference for our teams tomorrow.

Gates business services center's job landscape will evolve alongside the transformation we are leading. We will reduce manual transactions to focus on value-added work, leveraging training and cross-functional projects to grow our team and develop everyone's skill set. This is valid across all 14 functions represented. We truly have exciting times ahead of us with terrific learning opportunities for everyone.

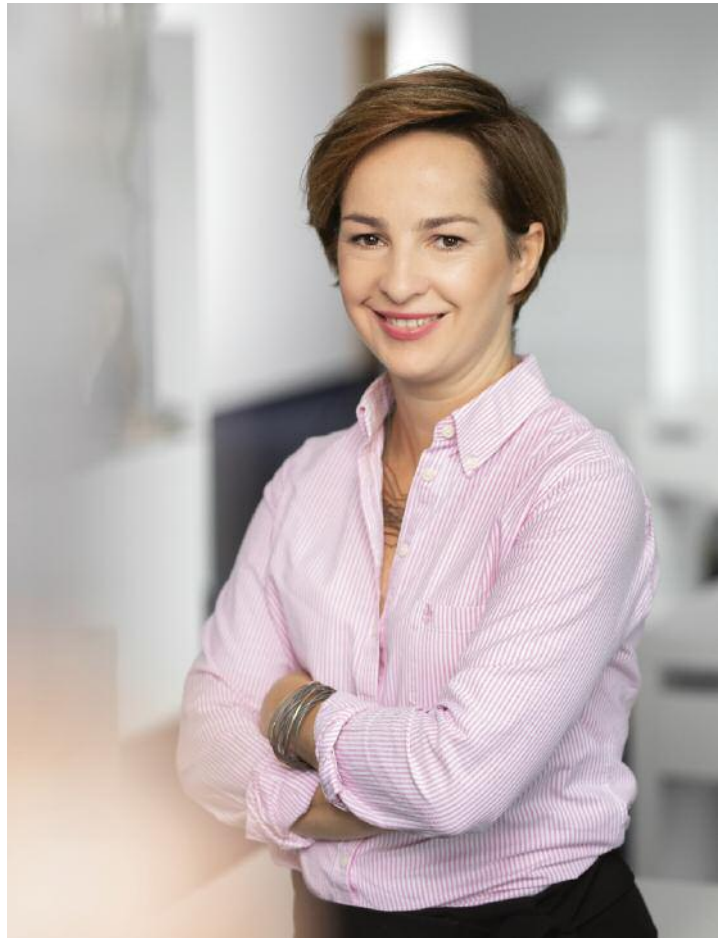
Additionally, we provide mentorship and sponsorship opportunities to promote diversity by providing underrepresented employees with access to guidance and support from more experienced colleagues. These opportunities assist career development and advancement for diverse employees and create a more inclusive workplace culture. Our global mentoring program, Gates Connect, brings experienced Gates employees to mentor eager mentees from across the globe. Over 4,000 professionals have participated in the program since its inception, helping mentees by sharing resources and networks to assist in advancing their careers.

What are the company's plans in Poland for 2023 and beyond?

Gates will continue to leverage Poland's strengths as a business destination. By investing in its people, products, and services, I have no doubt that we have positioned ourselves for continued success in the years to come.

STRENGTH IN CURIOSITY AND ADAPTABILITY

AmCham.pl Quarterly Editor Tomasz Ćwiok talks with **Klara Banaszewska**, General Manager, Grayling Poland, about what drives the PR market in Poland and the company's business acumen within it.



What can you tell us about the history of Grayling in Poland and its links with the US?

Grayling has a rich history in Poland and strong connections with the US. Since the firm's establishment in 1996, initially as Mmd Public Relations, we have been serving numerous American clients entering the Polish market, such as the GE group of companies—at that time General Electric—including in this number S.C. Johnson, IBM, and Intel. As Grayling Poland, we are proud to serve and have served some of the US' largest brands, including Amazon, HP, Visa, Mars and Google. Poland

holds strategic importance for many US and global investors as the central hub for Central and Eastern Europe, and our offerings have been tailored to meet these needs.

While our headquarters are in the UK, the presence of Grayling in the US has been steadily growing, with significant expansions in New York and Washington, DC over the past few years. Our ties with the US are further strengthened by our owners, Clayton, Dubilier & Rice, a private equity firm that boasts 50 years of expertise in driving business growth and success. This solidifies our position as a trusted partner for American

clients seeking to expand their presence in the dynamic Polish market.

What is the company's offer and what makes Grayling differ from the competition?

I know this may sound unusual, but we are generalists and specialists at the same time. In our Warsaw office, we have a team of 45+ consultants working across three departments: Corporate PR, Consumer PR, and Public Affairs. Additionally, we have our own dedicated social media team and collaborate closely with IGNITE—a globally available resource comprising creatives, strategists, data

analysts, designers, and filmmakers. This setup allows us to possess in-depth knowledge in various specialties and integrate this expertise for a truly holistic approach tailored to each client's specific needs. The combination of talents also grants us the possibility of adopting a multi-stakeholder perspective, which proves valuable in many situations where comprehensive coverage is essential. One of our most exciting offerings that enables us to see our clients holistically is the Advantage Analytics methodology. This robust proprietary diagnostic tool effectively identifies and validates competitive advantages for businesses, guiding our strate-

gies. It stands as one of the many investments we've made in the data analytics and measurement domain, which is crucial for our business and also serves as one of Grayling's differentiators.

What is driving the PR market in Poland today?

There are several factors influencing the development of our industry. One of them is the increase in companies' investments in the Environmental Social and Governance (ESG) area, often required by legislation. Historically, PR has been the main executor of Corporate Social Responsibility (CSR) activities, so businesses like ours naturally can play a key role in the evolution we are currently witnessing—not just in terms of communicating ESG efforts but also providing strategic advice in this domain.

Another factor is CEOs' growing recognition of the need to safeguard their firms' reputations. Recent years have been marked by crises and tough choices that organizations have had to confront. Sometimes these choices led to crises for the companies themselves. Consistent use of PR firm consulting helps to navigate more effectively in an uncertain and constantly changing world and respond better if there is indeed any reputation issue.

We also observe a greater interest in internal communication of employer branding, as attracting and retaining employees is currently one of the major challenges in Poland. Unfortunately, this challenge includes our industry as well and holds some companies back.

How mature is the PR market in Poland as compared with Europe and the US?

I must say, I don't see significant differences between Poland, the US, and the UK. Grayling operates as a global network, and we frequently collaborate with colleagues from various countries, revealing similar challenges and successes. Moreover, we're not the only net-

work present in Poland, which means there's a good flow of shared knowledge. Plus, Poland has local agencies that consistently deliver stellar work.

However, it is essential to note that the headquarters of major global companies are often located in the US or UK, granting our colleagues from these countries the opportunity to work on multi-market strategies and campaigns with much larger budgets. As a result, we can't compete in terms of market value.

Even though we in Poland have reached a similar level of maturity to the US and UK, that doesn't imply that the entire PR sector should or will cease evolving. As previously mentioned, at Grayling, we're making significant investments in data analytics and measurement, allowing us to demonstrate the true value of our work. For a long time, PR has been perceived as less quantifiable and, consequently, less crucial in the communications mix. This perception is changing. On the clients' side, we also observe the need for improvement. We still encounter requests for proposals involving too many agencies. Moreover, some brands expect extensive tasks that should be reserved for a chosen PR firm, instead of being addressed at the pitch level.

How important is the market in Poland for the company's business in Europe?

Grayling's Polish business stands among the top five largest in continental Europe. One of the reasons is the strategic position of the Warsaw office, serving as a gateway that connects international businesses to our extensive CEE network. Many of our significant accounts are managed through and from Poland, but our approach extends beyond the region, as we adopt a pan-European perspective. Clients like Visa, Tetra Pak, Primark, and KHNP benefit from this approach, entrusting Grayling with projects spanning across key European markets, from the UK,

France, and Germany to Poland, the Czech Republic, and Hungary, just to name a few of the countries we operate in.

Moreover, our expansive network across Europe plays a crucial role in public affairs. Grayling has the largest array of PA offices across the continent. With European elections taking place in May, that in addition to Poland, include Croatia, Romania, and the UK, we are uniquely positioned to provide clients with local insights in a way that few other partners can.

What is the role of the new media and technology in PR strategies?

Social media, platforms like YouTube and TikTok, and other digital channels are crucial in PR strategies because a significant portion of young people no longer rely on traditional media, making it difficult to reach them solely through journalists. At Grayling, we take this into account in almost every strategy prepared for clients who aim to connect with Gen Z and younger Millennials. Unfortunately, social media departments and those responsible for influencer collaborations are often isolated from the PR teams, which hinders some companies from fully leveraging the synergy of their efforts.

When it comes to technology, it's an integral part of our daily work. Thanks to tools for examining target audiences and monitoring online conversations, we can build effective strategies and narratives. Without technology it would also be much harder to measure results. Additionally, we heavily leverage AI in various capacities, such as research, brainstorming, and creative support. At Grayling, we not only embrace new technologies but also continuously seek out innovative solutions.

What are the challenges that technology poses for PR companies?

Above all, we perceive technology as a significant opportunity. It al-

lows us to automate more tedious tasks and focus more on strategic and creative activities. However, there are, of course, challenges. Information spreads faster today than ever before, which requires PR professionals to be even more vigilant in observing events, trends, or potential crises. The latter may arise not from the company's fault but from fake news, which, in the era of AI, can be generated in more convincing quality and in vast quantities. The ability to verify information will also be a challenge—as models like GPT or Bard Experience's so-called hallucinations regularly mislead their users. Additionally, we must consider potential copyright infringement issues that may arise as AI becomes more regulated and some of the ongoing lawsuits get resolved.

As a final note I hope that the fact that content can be produced more easily than ever before will not lead to more meaningless material but to more quality and creativity. It's a challenge all communicators should embrace.

What are Grayling's plans in Poland for 2023 and beyond?

My answer today could serve as a summary of everything we've discussed. The challenges businesses and brands face have never been more complex, making effective communication absolutely mission-critical. In these trying times, we remain committed to our role as advisors and navigators, addressing and mitigating these challenges at every turn. With our broad competencies, we are well-positioned to orchestrate multifaceted strategies and campaigns grounded in data—a resource I firmly believe gives both our clients and us a distinct advantage. Naturally, we also dive into the potential that AI offers. Curiosity and adaptability are key in our way forward.

The challenges businesses and brands face have never been more complex, making effective communication absolutely mission-critical.

MOVING IN THE RIGHT DIRECTION



AmCham.pl Quarterly
Editor Tomasz Ćwiok
talks with
Piotr
Piekarowicz,
Country Manager,
Move One, about the
company's business,
market trends and
challenges.

What can you tell us about the company's links with the US, and its place in the Polish market?

Move One is an American owned company that has a strong presence in Africa, the Balkans, Central Asia, the Middle East and Eastern Europe, including Poland. Move One operates as a reputable logistics, moving and relocations company, providing a wide range of services to individuals and businesses looking to relocate domestically or internationally.

In the ever-changing world, as the focus shifts from one natural disaster, coup, or conflict to the next, Move One stands unwavering in our commitment to serving our Government, Military, and Humanitarian Aid clients' critical logistics needs. We recognize the unpredictability and gravity of these global events, which is precisely why we remain steadfast and ready to respond, no matter the challenge. Since the early 1990s, Move One has worked closely with the US

Military, NATO, and private contractors to support every deployment. From the Balkans to post-9/11 operations in Central Asia, the Middle East, Afghanistan, Iraq, and widespread operations in Africa, we have been there to ensure our customers meet their objectives. In Poland, Move One has established a significant presence with offices in Warsaw, Kraków, Gdańsk and Wrocław. In the Polish market, as an international logistics and moving com-

pany, Move One offers a comprehensive suite of services that cater to the needs of the Polish market, including freight forwarding, international moving, relocations and immigration services. The company's operations in the country are supported by a team of professionals who understand the local market and can cater to the specific requirements of clients in the region.

What can you tell us about the range of services Move

Poland's dynamic economy and its location as a key transit point in Europe make it a significant market for logistics and moving services.

One offers to industry and government agencies?

Move One offers a diverse range of services to industry and government agencies worldwide. These services include but are not limited to Project Logistics and Freight Forwarding. In these areas, Move One specializes in handling complex and large-scale logistics projects for various industries, ensuring the efficient movement of goods and equipment. The company also offers freight forwarding services for both air and sea shipments, optimizing supply chains and ensuring timely deliveries.

The company also specializes in Household Goods Moving where it provides professional and reliable moving services for individuals and families relocating internationally. This includes packing, transportation, customs clearance, and delivery services.

Move one also does relocations. The company assists businesses with employee relocations, ensuring a smooth transition for their employees and their families. This includes orientation tours, home search, school search, settling in services, work permits, residence permits, visa and immigration assistance.

Do you cooperate with international partners?

Move One has a vast network of international partners, including logistics companies, transportation providers, and agents in various countries. These partnerships enable the company to offer seamless services globally, ensuring that clients receive consistent and reliable support throughout their international relocations or logistics projects.

What is driving the market today?

The market today is driven by various factors, including globalization, increased mobility of people and businesses, advancements in technology, and the growing demand for efficient and sustainable logistics solutions. Move One stays at the forefront of these market drivers by constantly innovating its services and embracing new technologies.

How are the growth trends?

The growth trends in the moving and logistics industry continue to be positive, with increasing global mobility and economic activities driving the demand for relocation and logistics services. Move One has been experiencing steady growth due to its commitment to quality service, strong customer relationships, and expanding global reach.

What are the challenges?

They include the ever-changing regulatory landscape, geopolitical uncertainties impacting international trade, and the growing importance of energy and sustainability. Move One recognizes these challenges and places a strong emphasis on compliance, risk management, and adopting sustainable practices in its operations.

How important is the market in Poland for the company?

It is strategically important for Move One. Poland's dynamic economy and its location as a key transit point in Europe make it a significant market for logistics and moving services. Move One is committed to serving the needs of clients in Poland and has invested in a strong local presence to provide efficient and tailored solutions for the Polish market.

What is the impact of the war

in Ukraine on the company?

On February 24, 2022, everything changed. As the invasion unfolded, our global rapid response teams sprang into action, supporting critical initiatives in Ukraine. With regional offices in Poland, Slovakia, Romania, and Hungary, we swiftly adapted to the evolving situation. However, the surge in demand for time-critical supplies presented unprecedented challenges: overloaded borders, a lack of trucks, changing customs regulations, and infrastructure issues tested everyone involved. Despite these obstacles, our teams remained resilient, finding innovative solutions to ensure essential supplies reached their destinations.

Our Ukrainian staff has shown exceptional dedication in ensuring the day-to-day flow of critical cargo despite the challenges of the ongoing war. We were all truly inspired as they worked under some of the most challenging situations, especially in the front-line cities and while under constant threat of attack.

What are the company's future plans?

Looking ahead to 2023 and beyond, Move One aims to further expand its global footprint, strengthening its presence in key markets while exploring opportunities in emerging regions. The company will continue to invest in cutting-edge technology to enhance its services and improve operational efficiency. Additionally, we will remain dedicated to sustainability efforts, adopting greener practices to minimize our environmental impact. As always, the focus will be on delivering exceptional customer experiences and maintaining our position as a leader in the moving and logistics industry. The company, now operating in

more than 50 countries, will keep growing. As ongoing political and economic struggles reshape the world, we will be there to support our customers. We anticipate a continued massive investment in the support of rebuilding Ukraine, and all regional offices will grow to encourage this future success. Additionally, we will support NATO as more strategic and enduring operations have been moved to Poland, Central Europe, and the Baltics.

Also, I have to say that Africa plays a critical role in our future plans, with the anticipated opening of our offices in 10 new countries there by the end of 2024. With this, we will have brought our business footprint to more than 30 countries.

We will support NATO as more strategic and enduring operations have been moved to Poland, Central Europe, and the Baltics.

CATCHING THE WIND



AmCham.pl Quarterly
Editor Tomasz Ćwiok talks
with **William Gutterman**,
Chief Investment Officer,
Skyborn Renewables,
about the offshore wind
market in Poland and the
company's plans in it.

As Skyborn Renewable's Chief Investment Officer, what can you tell us about Skyborn's history in Poland and its links with the US?

Skyborn is an accomplished global offshore wind developer and operator with more than 20 years experience, headquartered in Germany. Our capabilities cover the entire offshore wind value chain, including greenfield development, engineering and design, procurement, financing, commercialization combined with corporate power purchase agreements, and construction management, as well as operations and asset management. Since Septem-

ber 2022, Skyborn has been a portfolio company of Global Infrastructure Partners (GIP), one of the world-leading independent global infrastructure investors with headquarters in New York City. We combine our significant offshore wind power industry experience with GIP's financial strength and track record in renewable energy investments to promote offshore wind energy and to develop a world-leading independent power producer, powered by the winds of the oceans.

When it comes to Skyborn Polska, it was established in Warsaw in 2019 and is actively exploring opportunities to form partnerships

with local energy companies that are leading the transformation of the Polish energy sector.

What is driving the growth of the renewable energy market in Poland?

Poland has started decarbonization of its energy market, which involves transformation from coal to nuclear and renewables. In line with the Polish Energy Policy, renewable energy sources will contribute over 50 percent of Poland's electricity generation by 2040. Furthermore, the installed capacity of offshore wind energy in the Baltic Sea is expected to reach 18 GW in the same period. The demand for

offshore wind energy development in Poland is bolstered by supportive public policies and the exceptional site conditions offered by the Baltic Sea. The offshore industry holds immense potential for delivering substantial benefits to the national energy system while driving economic and social progress within regional communities. This includes the creation of new employment opportunities, technological advancements, engagement of the local supply chain, at the same time enhancing energy security.

How important is Poland to the company's business strategy in Europe?

Offshore is a new industry in Poland and in order to grow it needs a transfer of know-how and competences from partner companies.

Skyborn recognizes Poland as a promising long-term market for offshore investment. Building upon our successful ventures in the German market over a decade ago, we have continued to expand our Baltic portfolio with new projects in Sweden and Finland. With our extensive experience in the region, Poland has naturally become a key market for Skyborn. We are ready to collaborate and share our unique offshore expertise and our Baltic Sea experience with Polish partners. Skyborn's commitment to delivering reliable, efficient, and environmentally friendly solutions aligns perfectly with Poland's renewable energy goals. Furthermore, we are dedicated, and have a long and robust track record of nurturing long-lasting partnerships with local stakeholders, communities, and governments, ensuring that our projects contribute positively to the development and prosperity of the region.

Speaking at the Security Day conference held by AmCham Poland in June, a Skyborn representative said that from the business perspective, the offshore wind energy sector is the second most challenging and complex energy sector, only after nuclear. Why is this so?

Offshore projects demand advanced technologies and meticulous consideration of environmental, transportation, and other interests, given the unique characteristics of each sea basin. Skyborn brings a 20-year history of experience and expertise in the Baltic Sea, having developed five operational projects in Germany, totaling over 1.2 GW. This extensive expertise from our work with various stakeholders in the Baltic Sea region positions Skyborn to offer valuable insights and support to Poland. Our ongoing projects in Germany, Sweden, and Finland further enhance the synergies we can provide to our partners.

By capitalizing on our in-depth knowledge and experience in the Baltic Sea region, we can create a

powerful and unique partnership. Working collaboratively, we can tap into the significant supply chain synergies that arise from undertaking numerous projects within the same sea basin, resulting in even greater advantages for all stakeholders involved.

What are the specific challenges that the offshore wind farm sector is facing in Poland?

Challenges exist on various levels, and one significant issue is the supply chain, which poses a concern, not only in Poland, but also on the global market. For newcomers, securing timely supplies for offshore projects can be particularly challenging. Skyborn stands ready to provide synergies in this aspect, leveraging our well-established presence in the Baltic Sea. Offshore is a new industry in Poland and in order to grow it needs a transfer of know-how and competences from partner companies like

Skyborn. We believe in the power of true partnership, built on openness and transparency, as the foundation for a win-win co-operation. This principle holds true in every location where we operate. Moreover, Poland's ambitious offshore goals require significant financing within a relatively short timeframe and we are experts in that area, too.

A number of Polish companies have been granted plots for wind farm development across Poland's seashore. Do you think there is room for international companies to play a part in these projects as well?

We are confident in the potential of partnership, and our ideal position is to play a leading role. Our experience has proven that large-scale offshore projects thrive through collaboration. Skyborn's expertise in the offshore wind industry, combined with our owner's track

record in renewable energy investments, makes us the perfect partner to drive the successful development, financing, construction, and operation of offshore wind projects. Together, we can support Poland to achieve its energy decarbonization transition goals.

What are the company's plans in Poland for 2023 and beyond?

We are actively engaging in discussions with Polish companies. Our goal is to become a strategic partner in multiple offshore projects planned for the Polish Baltic Sea under the so-called Phase 2 plan. Skyborn is also an active market player, leading the Polish Wind Energy Association Working Group for new offshore wind farm sites, the so-called Phase 3. Our commitment is to drive progress, sustainability, and success in Poland's offshore wind sector.

AMCHAM EVENTS

IN JUNE, AMCHAM CONCLUDED THE 8TH EDITION OF THE 30 UNDER 30 MENTORING PROGRAM WITH GRADUATION CEREMONY HELD AT THE GOOGLE WARSAW OFFICE. THE PARTICIPANTS, AGED BELOW 30, REPRESENTED AMCHAM COMPANIES AMGEN, BAKER MCKENZIE, BOSTON SCIENTIFIC, C.H. ROBINSON, CISCO, CITI HANDLOWY, DELL, DENTONS, GOOGLE, GREENBERG TRAUIRG, HSBC, IBM, ISS FACILITY SERVICES, J.P. MORGAN, JLL, LUMEN TECHNOLOGIES, MARS, MASTERCARD, MATTEL, MSD, NCR CORPORATION, PEGASYS, PEPSICO, PM GROUP, POINT72, PWC, UBER, WARNER BROS. DISCOVERY, AND WHIRLPOOL. THE SPEAKERS AT THE GRADUATION CELEBRATION WERE MARK BRZEZINSKI, US AMBASSADOR TO POLAND; TONY HOUSH, AMCHAM CHAIRMAN; DOROTA DABROWSKI-WINTERSCHIED, AMCHAM BOARD MEMBER (CEC GROUP); MARTA POŚLAD, GOOGLE (AMCHAM BOARD

MEMBER); JOHN HELD; KRZYSZTOF KŁEPA, KATARZYNA KĘDRACKA AND MARCIN WĘC FROM THE RONALD McDONALD FOUNDATION; ŁUKASZ KOWALSKI, MSL; RYSZARD ROZPONDEK, MATTEL; AND ROB RUDICH, ENERGY ATTACHÉ AT US EMBASSY IN WARSAW. IN PICTURES: 1. AMBASSADOR MARK BRZEZINSKI (CENTER) WITH THE GRADUATES. 2. MARK BRZEZINSKI. 3. TONY HOUSH. 4. ROB RUDICH. 5. MARTA POŚLAD. 6. DOROTA DABROWSKI-WINTERSCHIED. 7. THE PARTICIPANTS OF THE GRADUATION CEREMONY. 8. MATEUSZ JURCZYK, 30 UNDER 30 PROGRAM COORDINATOR (AMCHAM KRAKÓW & KATOWICE DIRECTOR). 9. THE PARTICIPANTS OF THE MAY SESSION, HELD AT THE WARSAW OFFICE OF MSL. 10. JÓZEF WANCER, SPEAKING TO THE PROGRAM PARTICIPANTS IN APRIL, HELD AT THE WARSAW MARS OFFICE.



IN APRIL, AMCHAM GDAŃSK, TOGETHER WITH 10 BILATERAL CHAMBERS OF COMMERCE IN THE REGION HELD A SPEED BUSINESS MIXER FOLLOWED BY A REGULAR BUSINESS MIXER AND COCTAIL. OVER 150 PARTICIPANTS TOOK PLACE IN THE EVENT. THE VENUE WAS RADISSON BLU HOTEL IN

SOPOT. IN PICTURES: 1. THE MEETING IN PROGRESS. 2. ANITA KOWALSKA, MARTA PAWLAK, AMCHAM; AGNIESZKA SLIPCZUK, SHERATON POZNAŃ HOTEL; DR. BARBARA STEPNOWSKA, AMCHAM GDAŃSK DIRECTOR.



IN MAY, THE AMCHAM BOARD OF DIRECTORS AND THE MEMBERS OF THE AMCHAM ADVISORY COUNCIL MET WITH RICHARD R. VERMA, DEPUTY SECRETARY OF STATE FOR MANAGEMENT AND RESOURCES; JOSE FERNANDEZ, UNDER SECRETARY OF STATE FOR ECONOMIC GROWTH, ENERGY, AND THE ENVIRONMENT; JESSICA LEWIS, ASSISTANT SECRETARY FROM THE BUREAU OF POLITICAL-MILITARY AFFAIRS; TODD ROBINSON, ASSISTANT SECRETARY AT THE BUREAU OF INTERNATIONAL NARCOTICS AND LAW ENFORCEMENT AFFAIRS; AND MARIA

LONGI, COORDINATOR AT THE OFFICE OF THE COORDINATOR OF US ASSISTANCE TO EUROPE AND EURASIA. TONY HOUSH, AMCHAM CHAIRMAN, MODERATED THE MEETING. THE TALKS FOCUSED ON POLAND-US COOPERATION AND UKRAINE AID. IN PICTURE: MARIA LONGI, TODD ROBINSON, JESSICA LEWIS, JOSE FERNANDEZ, RICHARD VERMA, TONY HOUSH. THE VENUE WAS GOOGLE'S WARSAW OFFICE.



IN MAY, AMCHAM WROCLAW HELD A MEETING WITH MICHAŁ JAROS, A MEMBER OF PARLIAMENT FROM WROCLAW REPRESENTING CIVIL COALITION. THE VENUE WAS THE BRIDGE, WROCLAW HOTEL. IN PICTURE: ZYGMUNT ŁOPALEWSKI, WHIRLPOOL; MARIUSZ WAWER, 3M; KAROLINA KOMEJKO, ALIGN TECHNOLOGY; MARTA PAWLAK, AMCHAM; MONIKA CIESIELSKA-MRÓZ, AMCHAM

WROCLAW DIRECTOR (PM GROUP); MICHAŁ JAROS; KATARZYNA LABER & JOANNA WYTWER, MONDELEZ INTERNATIONAL; JACEK ŁUĆ, MICHAEL PAGE; KATARZYNA KROKOSIŃSKA, JLL; DONATA ZAHORODNA, EXPRESS RELOCATIONS.



IN MAY, AMCHAM GDAŃSK HELD A FIELD STUDY TRIP AT THE GDAŃSK BRANCH OF FEDEX TO TAKE A BEHIND-THE-SCENES LOOK AT THE COMPANY'S LOGISTICS OPERATIONS. IN PICTURES: 1. MEMBERS OF THE FEDEX GDAŃSK TEAM WITH DR. BARBARA STEPNOWSKA, AMCHAM

GDAŃSK DIRECTOR (THIRD FROM THE RIGHT) AND ELWIRA KOSZEWSKA, REGIONAL SALES DIRECTOR AT WINNCOM TECHNOLOGIES (SECOND FROM THE RIGHT). 2. DR. BARBARA STEPNOWSKA.



AMCHAM EVENTS

IN MAY, AMCHAM KRAKÓW & KATOWICE HELD A CONFERENCE DEVOTED TO THE PODKARPACIE REGION'S POTENTIAL AS A REGIONAL HUB FOR INNOVATIVE INDUSTRIES. THE PANELISTS WERE MARIUSZ BEDNARZ FROM RZESZÓW REGIONAL DEVELOPMENT AGENCY; PROF. JAROSŁAW SEP, RZESZÓW UNIVERSITY OF TECHNOLOGY; JACEK KUBRAK, PODKARPACIE INNOVATION CENTER (PCI); ANNA PAJAŁ, FUTURE INDUSTRY PLATFORM; AND MARCIN DOJNIK FROM THE OFFICE OF PODKARPACIE REGION GOVERNOR. THE DISCUSSION WAS

CO-MODERATED BY ŁUKASZ BONAREK, REPRESENTING PCI, AND MATEUSZ JURCZYK, AMCHAM KRAKÓW & KATOWICE DIRECTOR. KEYNOTE SPEAKERS WERE WŁADYSŁAW ORTYL, MARSHAL OF THE PODKARPACIE REGION; ERIN NICKERSON, US CONSUL GENERAL IN KRAKÓW, AND TONY HOUSH, AMCHAM CHAIRMAN. IN PICTURES: 1. WŁADYSŁAW ORTYL. 2. ERIN NICKERSON. 3. THE DISCUSSION IN PROGRESS.



IN JUNE, AMCHAM MEMBERS HELD A NETWORKING EVENT ON THE GAMBLING FLOOR OF CASINOS POLAND KATOWICE. THE PARTICIPANTS HAD AN OPPORTUNITY TO LEARN THE ROPES OF THE MOST POPULAR GAMBLING GAMES AND THE LUCKY ONES TOOK HOME RAFFLE WINS. IN PICTURES: 1. MIKOŁAJ MATJASIK, CASINOS POLAND; MATEUSZ JURCZYK, AMCHAM KRAKÓW

& KATOWICE DIRECTOR. 2. TOMASZ MAMOŃSKI AND TOMASZ MOSKWA, ADECCO. 3. BARBARA GACA-KAWECKA, MARSHAL OFFICE OF THE SILESIA VOIVODESHIP; KAROLINA SZYNDLER, HAYS.



IN JUNE, AMCHAM KRAKÓW AND KATOWICE HELD A GET-TOGETHER AT THE LEONARDO BOUTIQUE HOTEL, KRAKÓW TO CELEBRATE THE START OF SUMMER. IN PICTURES: 1. MAGDALENA

MEYNARCZYK, LEONARDO HOTELS. 2. MONIKA PAUL-GONERA, HAYS; JUAN PABLO JIMÉNEZ GARCÍA, NEWMARK; JACEK MLECZKO. 3. THE MIXER IN PROGRESS.



IN JUNE, DR. BARBARA STEPNOWSKA, AMCHAM GDAŃSK DIRECTOR LED A DISCUSSION ENTITLED "EMPOWER HER IN DIGITAL UNIVERSE" WITH PANELISTS MICHAŁ DZOGA FROM INTEL; JOLANTA JAWORSKA, AMCHAM BOARD MEMBER (IBM); MARTA POŚLAD, AMCHAM BOARD MEMBER (GOOGLE). THE "EMPOWER HER" PROJECT IS A JOINT INITIATIVE FROM THE UE EMBASSY IN POLAND AND AMCHAM POLAND—SIGNATORIES OF THE DECLARATION OF SUP-

PORT FOR WOMEN'S ECONOMIC EMPOWERMENT. THE VENUE WAS THE US AMBASSADOR'S RESIDENT IN WARSAW. IN PICTURES: 1. THE PANEL: DR. BARBARA STEPNOWSKA; JOLANTA JAWORSKA; MARTA POŚLAD; MICHAŁ DZOGA. 2. MARK BRZEZINSKI, US AMBASSADOR TO POLAND. 3. TONY HOUSH, AMCHAM CHAIRMAN; DR. BARBARA STEPNOWSKA.



IN JUNE, AMCHAM AND THE SGH WARSAW SCHOOL OF ECONOMICS REPORT PRESENTED THEIR JOINT REPORT ENTITLED "AMERICAN COMPANIES IN POLAND. CAPITAL FOR DEVELOPMENT AND SECURITY" AT A PRESS CONFERENCE ATTENDED BY PROF. PIOTR WACHOWIAK, SGH RECTOR, MARK BRZEZINSKI, US AMBASSADOR TO POLAND, AND TONY HOUSH, AM-

CHAM CHAIRMAN. THE VENUE WAS THE SGH AUDITORIUM. IN PICTURE: MARK BRZEZINSKI; MARZENA DRELA, AMCHAM OPERATIONS DIRECTOR; PROF. PIOTR WACHOWIAK; DR. ELIZA PRZEŹDZIECKA, AMCHAM CHIEF ECONOMIST.



IN JUNE, THE AMCHAM REBUILD UKRAINE WORKING GROUP HELD A MEETING WITH JADWIGA EMILEWICZ, SECRETARY OF STATE, GOVERNMENT PLENIPOTENTIARY FOR POLISH-UKRAINIAN DEVELOPMENT COOPERATION. THE MEETING WAS ORGANIZED BY AMCHAM POLAND AND WAS ATTENDED BY REPRESENTATIVES OF 15 COMPANIES FROM AMCHAM

UKRAINE. THE VENUE WAS THE SHERATON GRAND WARSAW. IN PICTURE: MARCIN KRASUSKI AND JAGODA ZAKRZEWSKA, GOOGLE; MARZENA DRELA, AMCHAM OPERATIONS DIRECTOR; JADWIGA EMILEWICZ; TONY HOUSH, AMCHAM CHAIRMAN; PAWEŁ ZĘGRAŁOWICZ, CITI; MATEUSZ JURCZYK, AMCHAM KRAKÓW & KATOWICE DIRECTOR.



IN JUNE, AMCHAM MEMBERS MET FOR THEIR MONTHLY MEETING AT THE US AMBASSADOR'S RESIDENCE IN WARSAW TO MEET THE AMBASSADOR AND DISCUSS THE CURRENT STATE OF POLAND-US BILATERAL RELATIONS AND THEIR DEVELOPMENT PROSPECTS. IN PICTURES: 1.

MARK BRZEZINSKI, US AMBASSADOR TO POLAND. 2. TONY HOUSH, AMCHAM CHAIRMAN. 3. AMBASSADOR BRZEZINSKI; MARTA POŚLAD, AMCHAM BOARD MEMBER (GOOGLE); TONY HOUSH; MARZENA DRELA, AMCHAM OPERATIONS DIRECTOR.



IN JUNE, AMCHAM GDAŃSK ASSISTED A GROUP OF STUDENTS FROM QUINNIPIAC UNIVERSITY IN HAMDEN, CONNECTICUT ON THEIR STUDY TRIP TO THE INTEL CORPORATION'S SIDE IN GDAŃSK. THE VISIT WAS A PART OF THE AMCHAM EDUCATIONAL LEAD INITIATIVE WHICH

AIMS TO FORGE LINKS BETWEEN POLISH AND US BUSINESS AND ACADEMIA. 1. THE QUINNIPIAC UNIVERSITY TEAM. 2. MIESZKO DROPIŃSKI; MILENA ŁUCZKO-BOCZUŁA, INTEL.



AMCHAM EVENTS

IN JULY, AMCHAM GDAŃSK HOSTED A MEETING OF THE AMCHAM EDUCATION LEAD TO DISCUSS HOW US TECH COMPANIES MAY BOOST ITS SUPPORT FOR TECHNOLOGY EDUCATIONAL INSTITUTIONS. THE MEETING WAS MODERATED BY DR. BARBARA STEPNOWSKA, AMCHAM GDAŃSK DIRECTOR. PRESENT AT THE MEETING WERE REPRESENTATIVES OF US COMPANIES IN THE REGION INCLUDING BOEING, AMAZON, GEMINI, HAPAG LLOYD, IBM AND INTEL. IN PICTURE: SZYMON TRĄBAŁA,

BOEING; MIESZKO DROPINSKI, INTEL; MICHAŁ BOJKO DYNATRACE; DR. BARBARA STEPNOWSKA, AMCHAM GDAŃSK DIRECTOR; MAGDALENA LICZBARSKA, BOGUMIŁA BIENIASZ, GDAŃSK MUNICIPAL OFFICE; IWONA STAWNICKA, GDAŃSK FOUNDATION OF ECONOMIC DEVELOPMENT; AGNIESZKA BARTOSZEWICZ-PIETRZAK, INVEST GDAŃSK; DOMINIKA BĘBEN, HAPAG LLOYD; PAWEŁ FALKOWSKI, MONIKA STOKFISZ, INVEST IN POMERANIA; BLANKA FIJOLEK, AMAZON.



IN JULY, THE AMCHAM BOARD OF DIRECTORS AND THE AMCHAM ADVISORY COUNCIL HELD A MEETING WITH ANDY HUNDER, PRESIDENT OF AMCHAM UKRAINE. THE VENUE WAS WARSAW MARRIOTT HOTEL. IN PICTURE: THE MEMBERS OF THE AMCHAM BOARD OF DIRECTORS AND THE

REPRESENTATIVES OF THE AMCHAM ADVISORY COUNCIL WITH ANDY HUNDER AND NATALIYA CHERVONA, FROM AMCHAM UKRAINE, PICTURED IN THE CENTER.



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