

Made in Poland Conference Invitation

WARSAW
BUSINESS JOURNAL
GROUP

is pleased to invite you to the
Made in Poland 2016,
conference
to be held on Thursday,

24th of March

at 10 a.m. in Villa Foksal
(ul. Foksal 3/5, Warsaw).

The meeting will be divided into two thematic blocks, during which, experts on the Polish economy and exports will discuss the opportunities and barriers to exports for Polish companies, as well as the challenges faced by Polish entrepreneurs.

We will be inviting exporters as well as companies and institutions supporting Polish exports. Places are limited.

In order so as to provide comfortable conditions during the meeting, please confirm your participation by March 23, 2016 by mail: rsvp@wbj.pl or by phone: +48 22 257 75 00 wew. 253.

The conference will be held in Polish.

Simultaneous translation in English will be provided on request.

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Made in Poland Conference

WARSAW
BUSINESS JOURNAL
GROUP

March 24, 2016
Villa Foksal Restaurant

CONFERENCE PROGRAM

10:00-10:30 REGISTRATION
10:30-10:45 OPENING SPEECH

Jacek Ciesnowski, Editor-in-Chief, Warsaw Business Journal Group.

10.45 – 11.45 PANEL I: "The export potential of Polish companies".

Which Polish products and brands are the most recognized in Europe and around the world?

Which products and services have a chance of conquering the world?

How should they be promoted?

Is the "Made in Poland" brand something to be proud of?

Moderator:

Jacek Ciesnowski, Editor-in-Chief, Warsaw Business Journal Group

Panelists:

- Andrzej Czernek, vice president, The Polish Promotional Programme Foundation
- Marek Foryński, Managing Director, Panattoni Europe
- Marzena Mażewska, president, Polish Business and Innovation Centers Association in Poland
- Katarzyna Soszka-Ogrodnik, spokesperson, The Polish-German Chamber of Industry and Commerce
- Michał Wilczyński, sales manager, Nowy Styl Group
- Piotr Wojciechowski, president, WB Group

11:45-12:00 COFFEE BREAK

12.00 – 13.00 PANEL II: "How to support exporters?"

Export opportunities for Polish companies.

Attracting customers from abroad should be easier in the age of the Internet - does this statement hold true?

What barriers do Polish entrepreneurs encounter on foreign markets?

Who can help in overcoming them?

Moderator:

Beata Socha, Managing Editor, Warsaw Business Journal Group

Panelists:

- Aleksander Libera, Advisor to the Board for Polish Foreign Investments Abroad, Polish Foreign Investments Section
- Nadia Bouacid, Head of Business Development Unit, The Polish-French Chamber of Industry and Commerce
- Jacek Sosnowski, president, The Polish-Iranian Business Council
- Monika Żochowska, president, Phenicoptere
- Tomasz Sobol, marketing director, Beyond.pl

13.00 – 14.30 LUNCH and NETWORKING

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