

AmCham.Pl QUARTERLY

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COVER STORY ***SCANNING THE REALITY*** **THE AMCHAM EDU GROUP AIMS TO HELP** **CLOSE COMPETENCY LOOPHOLES FOR HIGH SCHOOL** **AND UNIVERSITY GRADUATES.**

EXPERTS:

AICPA & CIMA

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PCS LITTLER

COMPANY PROFILES

ASCEND ELEMENTS

CIC WARSAW

FORTINET

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MONTHLY MEETING

JUNE

FOCUS

**AMCHAM DINER AT THE 16TH EUROPEAN ECONOMIC
CONGRESS IN KATOWICE**

INSIDE: OVER 100 PHOTOS FROM AMCHAM EVENTS

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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

"The military relationship between the US and Poland is something I'm so incredibly proud of. It's stronger now than ever before. There is nothing that speaks to this more than the fact that we have over 10,000 American soldiers on Polish soil."

Mark Brzezinski, US Ambassador to Poland, p. 12

"Investing in the development of innovations and a wide-ranging cooperation between business and academia may increase Poland's competitive advantage in the global economy."

Piotr Zygmunt, Head of RPO & Advisory Services at ManpowerGroup, p. 9

"When Poland entered the EU in 2004, the country's GDP per capita equaled 50 percent of the EU average. Now it stands at 80 percent. This gives us opportunities for creating new business models in the retail sector."

Michał Mrozek, Vice-President of the Management Board of ING Bank Śląski, p. 26

"On the battery materials side, we are looking more broadly to find the best location for our first Hydro-to-Cathode pCAM manufacturing facility in Europe. We expect to choose the location of this facility in the next 6 to 12 months."

Tomasz Poznar, Ph.D., VP of Strategy and General Manager of Europe at Ascend Elements, p. 21

"In the 10 years of our presence in Poland, we have invested over PLN 20 billion and created over 20,000 new jobs."

Mariusz Mielczarek, Director of Central European Public Policy at Amazon, p. 13

"Looking at what may change in the labor market soon, it is worth noting that workers hired on contract-based work—on civil or B2B contracts—may be much more easily reclassified as employees."

Marcin Sanetra, Partner at PCS Littler, p. 28

"Meeting the cybersecurity demands of the modern and increasingly digital world is more than any single user, company, or government agency can realistically expect to do alone. At its core, cybersecurity is a team sport."

Jolanta Malak, Regional Sales Director, Poland and Ukraine at Fortinet, p. 24

"As companies become more agile, they will want even more flexibility from office space operators, which will require more resources and increased costs."

Jerzy Brodzikowski, General Manager at CIC Warsaw, p. 22

"The new EU rule requiring recycled material in new batteries is good for our business."

Ian Braime, Chief Commercial Officer at Ascend Elements, p. 20

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AmCham Poland serves as a voice of American companies operating in Poland, addressing pivotal matters such as investment, trade, taxes, public procurement, environment, and competitiveness. Our primary goal is to foster a growth-oriented and business-friendly environment in Poland. AmCham provides a platform for in-depth discussions and debates concerning the legal environment in Poland. We actively participate in the legislative process, working closely with the public sector and other business organizations. Our advocacy actions focus on monitoring and analyzing Polish and EU legislation, preparing comprehensive position papers, policy statements, and legal opinions. Additionally, we collaborate hand in hand with government relations managers from our member companies and regularly engage in the rule-making process.

At AmCham, our dedication lies in nurturing robust and mutually beneficial ties between Poland and the US. Through our advocacy work, we support business growth and work to cultivate a secure, dependable, and predictable legal landscape that attracts foreign investment and drives the growth of the Polish economy.

ADVOCACY OF AMCHAM POLAND

Our top issues include:

DEREGULATION BILL

Work on the Deregulation Bill is underway. The draft law being prepared by the Ministry of Development and Technology, on amending certain laws to deregulate economic and administrative law and improve the rules for drafting economic law, addresses many of the postulates supported by AmCham, such as the principle of one in, one out, in terms of administrative duties and a minimum 6-month *vacatio legis* for economic regulations.

On June 25-26, a consultation conference on the draft was held at the Ministry of Development headquarters where AmCham actively participated. During the meeting, representatives of the ministry expressed openness to further work on deregulation and improving the business environment, including the more favorable shaping of reliefs for research and development activities. This issue was raised in AmCham's comments on the draft submitted during public consultations. AmCham's position can be found on the AmCham website.

PUBLIC PROCUREMENT CONTRACTOR CERTIFICATION LAW

The next stage of work on the law on certification of public procurement contractors took place on July 23 and 24. A consultation conference at the headquarters of the Ministry of Development and Technology brought together dozens of representatives from the inter-ministerial arrangements and public consultations, including AmCham.

Discussions during the conference focused on the planned legal status of the certifi-

cates envisaged by the Act, as well as the details of the implementation into the Polish legal order of the CJEU judgment of Sep 7, 2023, in case C-601/21, in which the court ruled on the incompatibility with EU law of the exclusion of the application of the public procurement procedure to the award of contracts for the manufacture of blank public documents, excise stamps, and election ballots.

AmCham member companies welcome the introduction of a statutory framework for the certification of public procurement contractors in Poland. Our position, submitted as part of the bill's public consultation, can be found on our website.

PREPARING FOR THE PRESIDENCY OF THE EU COUNCIL

AmCham is participating in shaping the agenda of the Polish presidency of the Council of the European Union, which will begin in January 2025. The Polish presidency is a unique opportunity to adapt the legislative agenda of the EU institutions of the new term to the needs of Poland and other Central European countries.

During AmCham's delegation to the EU, which is scheduled for early October, we plan to meet with decision-makers on the priorities of the presidency. Shaping the presidency's agenda will also be handled by the Council of Non-Governmental Organizations to the President of the Council of the European Union, established at the Prime Minister's Office. We are currently awaiting confirmation of the composition and work plan of the Council.

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

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DEAR AMCHAM MEMBERS AND FRIENDS,

In the third quarter of 2024, we continue to experience good conditions in the Polish market, while anticipating what the US Presidential election will mean for Poland, the transatlantic Alliance, the war in Ukraine, and trade & investment relations. The resilience of our investors continues to impress all who observe your operations and actions.

2024 is also a year of change. We can be sure that regardless of the outcome of the US election, Poland will continue to be a valuable partner to the United States for trade, investment, and national security. I can tell you that I have had these assurances from people in both the Harris and Trump camps, so while the road ahead is not certain, core relationships are strong across the political aisle.

Here in Poland, we are always focusing on the future workforce. Partnering with educational institutions—whether at the university level or vocational—is deeply important to shape our economy and possibilities. Human capital is our valuable asset, and as you can read in this issue, one that we must engage on regularly to ensure that our companies and the wider business community are partnered with the best, most innovative.

You will also find commentary regarding several key issues from our member companies. I trust you will find these in-

sightful and another example of the value AmCham brings to its member companies.

In September and beyond, we will be engaged with key stakeholders in Poland, and the region, at the defense-focused MSPO and the Economic Forum at Karpacz. Advocacy on behalf of your companies and sectors is at the heart of what AmCham does day in and day out. We look forward to seeing many of you at these national events and AmCham's own meetings during Q3 2024.

From meetings with Ambassador Brzezinski or celebrating freedom at the Royal Castle, member companies are the reason for AmCham and the great motivation to our fantastic team. Thank you all for your continued support and we look forward to doing great things together to support business in 2024 and beyond.

With best regards,

TONY HOUSH
AMCHAM CHAIRMAN

AGENDA INTELLIGENCE FROM AMCHAM COMMITTEES**DEFENSE & SECURITY**

In June, the committee met to discuss the legal principles governing offset contracts in Poland, including the structure of offset proceedings and the composition of offset offers and agreements. The speaker was Jarosław Witek, Partner at Dentons Warsaw who leads the Defence and Security Group at the law firm.

HUMAN RESOURCES MANAGEMENT

The committee met in June to discuss the consequences for companies of introducing the EU Pay Transparency Directive into the Polish legal system. The speakers were Marcin Sanetra and Robert Stępień, Partners at PCS Littler. They discussed how the remuneration system should be designed vis-a-vis the requirement to make it public—for instance, when informing job candidates about the salary level in a given position—and what actions companies should take if gender pay inequalities are detected.

The committee met in May to discuss best practices in terminating employment contracts remotely. The speakers were Angelika Makar, Associate at Greenberg Traurig, and Piotr Kuron, Consultant at LHH. They talked about the legal aspects of preparing contract termination online meetings. They also focused on the psychological aspects of organizing such meetings, including how to manage emotions and show the people being made redundant empathy and appreciation for their input to the company.

In April, the committee met to discuss best practices for integrating refugees and migrants in the workplace. The speaker, Paulina Jaworska, Country Director for Poland at the Tent Partnership for Refugees, an AmCham member company, talked about the dos and don'ts in integration programs and the roles that selected company's reps should play in them.

Firms that intend to employ refugees effectively must simplify the recruitment processes and properly manage culturally diverse environments to cultivate collaboration in the workplace. Having a management board that is enthusiastic about hiring refugees and keeping the enthusiasm going throughout the company is also crucial for successful integration.

INDUSTRY & ENERGY

In July, the committee met to discuss the EU Network and Information Security Directive (NIS2) and how it impacts the Polish National Cybersecurity Act, with speakers Joanna Chmieliak from Fortinet, and Monika Stachoń from NASK, the Polish internet administrator. In her presentation, Chmieliak said that according to a survey, many manufacturing companies are not fully aware of the status of their companies in light of the new obligations. A significant portion of those surveyed are also unclear about the scope of the obligations and how they should be implemented in the company. Stachoń's presentation observed the most critical aspects of the changes to the National

Cyber Security System Act and their impact on the operation of enterprises.

In a discussion that followed the presentations, the participants shared their experiences in implementing the new regulations. They discussed best practices in implementing changes leading to lowering cybersecurity risks in their organizations.

The committee met in May to discuss cPPA Agreements and other instruments for obtaining green energy, with speakers Angelika Szufel, Counsel; Piotr Prawda, Counsel; Kacper Stanosz & Adam Kędziora, Senior Associates from the Energy and Infrastructure Department of CMS law firm, and Jerzy Kozicz, Co-Chair of AmCham Industry & Energy Committee, CMC POLAND; Magdalena Hlilghner, Head of Energy Department, Play; Arkadiusz Zieleźny, CEO, ORLEN Energia. The speakers underlined the importance of having green energy reasonably priced for companies along with the availability of advanced solutions that might help them achieve their energy goals.

MARKETING & COMMUNICATIONS

In April, the committee met to discuss how brands impact consumers. The speakers represented The ICON agency: Daria Graczykowska, Head of PR & Communications; and Julia Lulkowska, Head of Influencer Marketing. They ran a presentation entitled "Image & Influence: Leveraging Authentic Connections & Building Brand Image".

In the presentation, Lulkowska showcased examples of partnerships between brands and influencers that delivered authentic brand representation for Internet audiences. She said that the idea of partnerships between brands and influential individuals is not a new one and dates back to the radio days and later television. However, the internet has changed some critical parameters for effective influence. Unlike in the past, today, daily contact with their target audience is a must for influencers to deliver. For this, a special kind of personality is required on the part of the influencer so by publishing new content he or she draws traffic to the site. The personality and the image, however, must have different characteristics depending on whether the target audience is Millennials or GenZs. Further on, the speaker showcased a few examples of collaboration between influencers and brands explaining all why they achieved success.

Graczykowska talked about the must-haves for influencer campaigns to be successful. She said that the most important factor is authenticity which is achieved by compelling, narrative-driven content. This helps create an authentic message. Authenticity in branding is when the audience sees that they share the same values as the influencer.

A special guest of the meeting was Joanna Horodyńska, an influencer, who runs an Instagram account where she presents different brands in creative ways. She talked about her experiences working with multiple brands and

reflected on the dos and don'ts of successful brand campaigns.

The presentation was followed by a Q&A session.

SUSTAINABILITY

In June, the committee met to discuss the main areas of corporate governance covered by ESG regulations in Poland and the challenges they pose for organizations. The speaker, Zuzanna Machniak, an expert at PwC Polska, gave an overview of reporting requirements, including those resulting from the Corporate Sustainability Due Diligence Directive (CSDDD) adopted in 2024 that makes the 200 largest companies in Poland to cover their ESG value chain with due diligence analysis in human rights and environmental protection.

In April, the committee met to discuss the best ESG strategies mastered by AmCham member companies. The speakers were Sarah Vercaemen from GE HealthCare, Zofia Piwowarek from Santander, Michał Czernek from DigitalCare, Agnieszka Dabrowska from Lufthansa Group, Mariusz Wawer from 3M, and Anna Papka representing Shell. Following this part of the meeting was a panel discussion with Aleksandra Majda and Anna Kornecka from ESG Impact Network, Santander's Zofia Piwowarek, and 3M's Mariusz Wawer who highlighted the most critical issues raised in the presentations and talked about greenwashing, green financing and the shape of ESG implementation among Polish SMEs.

TAX & FINANCIAL SERVICES

In June, the committee met to discuss the implementation of the Global Minimum Tax in Poland with speakers representing EY Polska, Filip Majdowski, PhD, Director of the International Tax and Transaction Services team, and former advisor to the Minister of Finance; Michał Koper, Partner in International Tax and Transaction Services team; Hubert Rogoziński, Partner, and Agata Janas, Manager at the Financial Accounting Advisory Services team. The speakers talked about the new obligations for Polish entities and the impact on the effectiveness of locally applied tax reliefs, including the key principles of the new tax regime and information necessary to calculate top-up taxation, and the main assumptions of the reporting process according to the new requirements. They also focused on the impacts of top-up taxation on the effectiveness of tax reliefs, such as the R&D relief and zone exemption, and the basic mechanisms mitigating the negative aspects of top-up taxation on the applied tax reliefs.

In April, the committee discussed the new obligations regarding the withholding tax, including the payment of dividends, interest, royalties, and fees for the provision of intangible services. The speakers were Krzysztof Gil, Partner, and Kamil Stefaniak, Tax Manager, at Tax Advisory Deloitte.

By Tom Ćwiok

SCANNING THE REALITY

THE AMCHAM EDU GROUP AIMS TO HELP CLOSE COMPETENCY LOOPHOLES FOR HIGH SCHOOL AND UNIVERSITY GRADUATES

Cooperation between business and education can have a significant positive impact on both sectors, which is why, in the past, at networking events, conferences and cyclical meetings such as the AmCham Manufacturers' Forum, the chamber has advocated for forging strong ties between business and academia.

Among others, collaboration between business and academia can help align curricula with industry needs, ensuring that students are better prepared for the labor market. Internships, apprenticeships, and co-op programs offer students hands-on experience, which can enhance their learning and make them more attractive to employers. Businesses can provide schools with technology and expertise, while schools can offer companies a pipeline of skilled graduates. Cooperation can foster innovation, as businesses can share their challenges with educators, who can help devise creative solutions through research and learning. In addition, students can build valuable networks through interactions with business professionals, which can be crucial for career advancement.

AMCHAM INITIATIVE

This year, several AmCham companies that work with the education sector formed the AmCham Edu Group. The group, led by AmCham Gdańsk Director Dr. Barbara Stepnowska, comprises technology companies Amazon, Apple, Boeing, Dynatrace, IBM, Intel, and recruitment specialist Manpower Group.

The moment picked to create the group was not accidental. The 2024 edition of the European Innovation Scoreboard—the EU's periodic assessment of its members' R&D performance—ranked Poland in the 24th position, among all 28 EU member states. The country's R&D performance scored nearly 66 percent of the EU average and was in a league with that of Croatia, Slovenia, Latvia, Bulgaria, and Romania. Authors of the report ranked Poland and the other countries in a group as "Emerg-

ing Innovators"—countries scoring below 70 percent of the EU average. On the opposite top end of the ranking were "Innovation Leaders"—countries such as Denmark, Finland, the Netherlands, and Sweden, whose R&D performance stood at over 125 percent of the EU average.

"Poland's result is highly concerning for the private sector," said Dr. Stepnowska. Businesses attribute the issue to the education system, which they believe fails to prioritize the development of essential soft skills, including entrepreneurial skills," she added. Talking about preliminary conclusions of discussions held by the AmCham Edu Group among companies in the Tri-City, Dr. Stepnowska said that they revealed "a discernible shortfall in competencies among university and high school graduates. Specifically, the deficits were evident in executive presence, encompassing presentation skills, critical thinking, and the ability to undertake responsibilities within organizational settings," she said. "The findings also indicated insufficient English language proficiency, further compromising the effectiveness of graduates in these pivotal domains."

Last year, the Ministry of Education announced plans to replace the "Basics of Entrepreneurship" course—a management-oriented subject in the curricula of high schools and vocational institutions—with "Business and Management." The new course aims to be more practically oriented and will be an option for students to select as part of their final school exams. The ministry stated that the program will encourage students to develop cooperation, communication, creativity, and critical thinking skills.

In August, among other stakeholders, the AmCham Edu Group took part in consultations held by the Ministry of Education on the ministry's preliminary proposal for "digitalizing education". The consultations aimed to support the digital transformation of schools by supplementing the traditional classroom system with educational proj-

ects backed by digital technologies. "It is essential that AmCham companies have a real impact on shaping digital competencies in education, which will better prepare students for future challenges in the job market," Dr. Stepnowska said.

"This is an opportune time for the private sector to support the educational system and assist students in acquiring the competencies essential in the corporate world," Dr. Stepnowska said. In her view, by participating in this process, "the private sector can significantly influence students' decisions regarding the development of their practical skills and educational focus while also contributing to the cultivation of a talent pool that aligns with future business needs and fostering collaboration with educators."

In addition, Dr. Stepnowska said, it is an opportunity for the private sector to bolster the educational system and help students obtain the essential competencies needed in the corporate world. "The active participation from the private sector can significantly impact students' decisions on developing practical skills while focusing on education," she said. "Furthermore, this involvement can contribute to the cultivation of a talent pool aligned with future business needs while also fostering collaboration with educators."

PREPARING GROUND WORK

In October, AmCham will conduct a survey of its member companies to identify the competencies that are essential for current and future employees. The survey will specifically focus on companies with American capital operating in Poland and address real challenges they face. Many companies in Poland have said that their internal skills reports are typically global, without specific insights dedicated to the region.

For the task, AmCham has engaged an independent polling expert to conduct the survey to ensure impartiality. The findings of the Competencies Report will be pre-

sented at the AmCham EduDay conference, scheduled for later this year.

"The survey's objective is to pinpoint gaps in the competency value chain currently addressed by schools and to define the skills that the labor market demands," said Dr Stepnowska. "It will allow us to assess government policies on teaching skills and competencies relevant to the future workforce. In addition, the chamber will be equipped to articulate the demand for a skilled talent pool and advocate for necessary changes in the education system," she said.

Blanka Fijolek, Employer Branding Program Manager at Amazon Development Center Poland (ADCP) said that by participating in the AmCham Edu survey, companies can shape the future of the labor market and education in Poland. "By taking part in the poll, companies can ensure that the skills of future graduates align with the evolving needs of their industry, particularly in emerging areas such as AI, GenAI, and sustainable technology," Fijolek said.

She added that AmCham member companies should take part in the survey because the information they provide will benefit individual companies as well as the wider economy. "A well-prepared workforce is essential to drive innovation and maintain competitive advantage," Fijolek said.

In addition, she noted that the survey "is an opportunity for companies to advocate for diversity, equity, and inclusion within education, ensuring that all students, regardless of gender or background, have access to the opportunities they need to succeed."

"By collaborating on this report, we can collectively contribute to a stronger, more innovative Poland, where education and industry work hand-in-hand to meet the challenges of tomorrow," Fijolek said.

Michał Bojko, Poland Lab Lead and R&D Development Director at Dynatrace, a software monitoring and analyzing specialist, said that the survey "will give answers and hints that can be used by companies to understand how to adjust to the candidate market so they could meet their short-term goals."

Bojko added that "the answers will give clear directions on how to strategically approach the educational needs, and where we, investors, need to take action to shape the future we want."

MOLDING FUTURE BUSINESS LEADERS

ADCP is not new to collaborating with educators. "We are committed to nurturing the next generation of innovators through strategic partnerships with academic institutions and schools," said Fijolek. "Our flagship program, Girls Do Engineering,

undertaken with the scientific patronages of the Gdańsk University of Technology and the Polish-Japanese Academy of Information Technology, aims to empower young women in science, technology, engineering, and mathematics (STEM) by providing hands-on experiences and direct exposure to AI and technologies like Alexa," Fijolek said.

In her view, the future of innovation lies in real-world applications. "Our partnerships



The Lead of the AmCham Edu Group and AmCham Gdańsk Director Dr. Barbara Stepnowska said that high school and university graduates have deficits in executive presence, encompassing presentation skills, critical thinking, and the ability to undertake responsibilities within organizational settings.

are built around project-based learning, where students work on live projects that address current industry challenges," she said. "Through workshops and mentoring programs, and our collaborations with the Gdańsk University of Technology, the AGH University of Science and Technology, Oxford University, and the Imperial College of Science, Technology and Medicine, students gain valuable insights into problem-solving within a dynamic, technology-driven environment," Fijolek said.

The company works with educational insti-

tutions to foster a diverse and inclusive pipeline of future tech leaders, equipping them with the skills and mindset needed to drive innovation. "We aim to support educational institutions developing curricula that reflect the fast-evolving needs of the labor market, with a strong focus on AI, machine learning, and DEI," Fijolek said. By focusing on such programs as Girls Do Engineering, the company promotes gender equality in STEM fields, ensuring equal opportunities for women to excel in technology roles. "Through these collaborations, we aspire to contribute to the broader goals of sustainable development, particularly in advancing quality education and reducing gender disparities in tech," she said.

According to Fijolek, the pace of technological advancement demands a workforce that is not only proficient in technical skills but also adaptable, innovative, and committed to continuous learning. "According to our forecast, future competencies will heavily revolve around AI, machine learning, and data science, coupled with a strong understanding of ethical AI and the responsible use of technology," she said. In addition to technical skills, the company sees the importance of such competencies as critical thinking, problem-solving, and cross-disciplinary collaboration. "As the importance of ESG and Sustainable Development Goals continues to rise, we anticipate a growing demand for professionals who can integrate sustainability into tech solutions, ensuring that innovation is aligned with global sustainability goals," Fijolek said.

Another member of the AmCham Edu Working Group, Dynatrace, has successfully forged links with the education sector. In the last three years, the company has launched several programs and projects aimed at universities and high schools. "Our teams lead laboratories for IT students where they learn, in practice, what data-driven decision-making entails and how complex the infrastructure monitoring is," said Bojko.

One of the company's high-priority focus areas is a program called Women in STEM, for which the company has launched a course entitled "Meet Dynatrace" involving female students in the company's daily work and problem-solving. "The program's duration is 6 to 9 months. It prepares its participants to join the IT community and sometimes even Dynatrace through internship programs," Bojko said.

The company also runs a career counseling program, launched in 2021 for high school students. "We share with them all the details of the IT work and the requirements of the IT world," Bojko said. "Sometimes we launch additional projects like

hackathons to do a deep-dive with the most engaged students. In 2021 we served 30 students. By 2024 we have served 600 and grew the program capacity to 400 students a year."

There are several reasons why Dynatrace has created the programs. "Short-term, the company aims to make students aspire to join our internship program," Bojko said. "Mid-term goals are about demystifying the IT world and inspiring young peo-



Blanka Fijotek, Employer Branding Program Manager at Amazon Development Center Poland, said that AmCham member companies should take part in the survey conducted by the AmCham Edu Group because the information they will provide will benefit individual companies as well as the wider economy.

ple, by showcasing what they will work on, and where their workplace can be".

According to Bojko, schools are detached from business. After graduation, students do not know what they will do in the IT sector and what the work will look like. "We provide the answers," he said.

The long-term objective is to make program participants focus on highlighting value delivery through products because it creates an opportunity for the whole business sector. "Poland is known for a high-

quality engineering force capable of delivering anything," Bojko said. "Our goal is to transform the approach to a value delivery market where investors will not seek for resources but answers and solutions."

According to Bojko, Dynatrace currently has a great engineering force in Poland. Yet, the country can hardly compete with larger markets, such as India and Vietnam, where IT talent is cheaper. "Our model in Poland so far is great and may remain good for the next few years," Bojko said. "In the long run, however, it will be essential for us to resort to centers that create value, where ideas are born and delivered globally. This requires product management engineers who are skilled in strategy, planning, customer relationship, value management and engineering," he said.

OFFERING HANDS-ON EXPERIENCE

The Rzeszów University of Technology, although far away from Warsaw, has a very favorable position for cooperating with business. It sits in the middle of a technology cluster, the so-called Aviation Valley, which has developed over the years in the Rzeszów region. The university's unique position makes it the leading R&D educational institution delivering new engineering blood for the 180 firms in the cluster. Over the years, the school has developed cooperation with companies in the valley on many levels. First off, aviation engineering experts lecture at the university about managing major technology projects and talk about the skills and know-how that are required to handle them. "It is about giving our students practical knowledge in technology project management in big aerospace companies," said Prof. Andrzej Majka, Head of the Aero and Space Engineering Department at the university. The courses are voluntary, yet students are happy to attend. They discover the specifics of project management in the aerospace industry and learn from industry experts and practitioners about what competencies are the must-have to run such projects. "Without those courses, students would not be able to even fathom the complexity of processes in the aerospace industry," said Prof. Majka, adding that the university will extend this type of practical lecture in the coming years.

Another course developed by the university in collaboration with Aviation Valley companies addresses their hiring needs. It is a post-graduate course on Computer Methods in Aircraft Engineering. The course caters to engineers who graduated from the Aircraft and Space Engineering Department and wish to extend their competency areas. It also caters to engineers who graduated from non-aircraft

and space-related engineering studies but would like to pursue career opportunities in the aerospace industry. "There are many companies in the Aviation Valley who need new engineering blood", Prof. Majka said.

"We cannot cover all the demand for new aerospace engineers. We deliver to the market around 100 graduates a year.

Therefore, companies in the Aviation Valley hire the graduates of other engineering departments too. This course lets students get the practical training they did not have. The program is strongly focused on the competencies needed by the aerospace sector", Prof. Majka said.

The course starts on October 1. Its participants will spend every other weekend at the university to learn from aerospace industry professionals and practitioners.

Another area of collaboration for the university with the private sector came through the ASSETS+ Lean Academy program sponsored by the EU. The program involved several European universities and defense technology firms from Poland, Italy, Spain, France and Germany representing defense technology designed for land forces, air force and the navy. The course focused on defining skill and competency loopholes among future engineers who plan to start careers in the defense sector. "The program revealed significant competency gaps in cybersecurity," Prof. Majka said. "With today's IT technology, defense companies require that their engineers adhere to top-grade security standards. Meanwhile, some 60 percent of the competency pool diagnosed below the levels required by the defense industry was in cybersecurity and IT-related procedures," Prof. Majka said.

Technology transfer is another area of cooperation between the Rzeszów University of Technology and companies in the Aviation Valley. Big companies donate engines and other aircraft parts and technology components—together with adequate tech know-how and training—so students can have first-hand experience in dealing with the newest designs and solutions. Companies also buy laboratory equipment for the university's aerospace labs. In addition, when they have such needs, they resort to the university's R&D potential commercially. "All companies in the Aviation Valley cooperate with us in this area but our largest partner is Pratt & Whitney," Prof. Majka said.

He noted that the best practice in collaborating with the private sector is to talk with businesses and be open to new ideas suggesting changes. "We meet often. We talk and are honest. We do not promise anything that we cannot deliver. We are open to seeking new solutions when a problem comes our way," Prof. Majka said.

A good practice involves working closely with firms on students' externship training, which is obligatory. "We assign our best students to companies that give them the most demanding tasks," Prof. Majka said. "It is an opportunity for the students to see how they find themselves in those companies and if they would consider working for them after graduation. In practice, many students keep in touch with the company they had their externship training in, and go work for it after university," he said.

The school is also active at the other end of the value chain. It has developed promo programs for its aerospace engineering studies aimed at high schools in the region. "We have contacts with representatives of those schools and together we promote our aerospace engineering programs," Prof. Majka said. "Apparently, it works. We have seen a rise in the numbers of candidates for our department in the last three years," he said, adding that the department he is the head of, and the IT department, "are the two departments at the university that cannot complain about the lack of candidates."

CURATING INNOVATIVE ECONOMY

While the innovation levels of the Polish economy may be below the EU average, this can hardly be true for the Rzeszów region. Apart from the Aviation Valley, where many companies, including American ones, such as Boeing and Pratt & Whitney, run their R&D and engineering centers, there are R&D hubs representing a wide range of industries such as IT, automotive, food processing, renewable energy sources, home appliances, and many others.

According to Przemysław Stolarz from the Department Brand, Economic Cooperation and Tourism at the Rzeszów City Office, many foreign investors eye the Rzeszów region for their investments, attracted, among others, by the region's successful cooperation between business and academia in implementing innovative education programs.

Universities are autonomous in their partnerships with private companies. "The role of the local government is not to interfere in their cooperation but to facilitate it," Stolarz said. "The schools and universities in the region have excellent know-how of how to work with the private sector. The City Hall can only support the cooperation by acting as a platform for forging ties between the two spheres. One such plat-

form is the Economic Council of the Rzeszów Mayor. Among its members are representatives of local businesses and educational institutions. They meet regularly and work in thematic groups to create the directions for Rzeszów policy in different areas," Stolarz said.

The Office of the Rzeszów City also organizes meetings with representatives of regional schools and investors present and eyeing the region. In May, the Rzeszów Mayor was instrumental in holding an 'Education Roundtable for Rzeszów' organized by AmCham, which brought together representatives of American businesses, educational professionals and authorities, and

The schools and universities in the region have excellent know-how of how to work with the private sector.

Przemysław Stolarz, Department of City Brand, Economic Cooperation and Tourism at the Rzeszów City Office

the City Labor Office, to discuss the trends in the labor market and hiring needs of companies in the region.

The city understands that the local economy will undergo significant changes in the coming 5-10 years driven by technological transformation to Industry 5.0. "Given that the core of our economy is comprised of the advanced and fast-evolving aerospace industry, technology high schools and universities will continue to evolve the curricula to match the trends and challenges of the global aerospace sector, including in the talent pool," Stolarz said. "This will include teaching competencies necessary for AI applications in research and production processes in aerospace, high analytic thinking skills and cognition for problem anticipation and solving. With the ongoing economic transformation, beyond any doubt, future workers will also need to have adaptation and autodidact skills throughout their entire professional lives," Stolarz said.

POTENTIAL EMERGING JOBS

Future competencies in demand in the labor market are typically defined through technological trends, economic shifts, industry developments, and societal changes. Organizations and research institutions often report job trends and provide insights into emerging job roles and required skills.

Assuming that fast-paced technological development will continue in the years to come, predicting new jobs in the labor market over the next, say 5 to 10 years seems a daunting task. Yet, one can attempt some fact-based guesses. For instance, as automation and robotics

become more commonplace, "human-machine collaboration managers" may be in demand to manage the interactions between workers and machines, ensuring productivity and safety. They will not only need tech skills but also those related to the understanding of the human psyche and soft skills such as critical thinking, emotional intelligence, communication, and collaboration. Understanding the human aspect of work alongside technical skills will be essential.

Soft skills will also be essential for "remote work facilitators". With the rise and further sophistication of remote and hybrid work models, remote work facilitators may become preponderant for companies focusing on creating and maintaining effective remote work environments, including roles in virtual workspace management and remote team dynamics.

As AI technology continues to advance, there will be a growing demand for different sort of "AI managers" who can develop, manage, and maintain AI systems, including roles focused on ethical AI and bias reduction. Demand for "social media and content creators with AI expertise" may skyrocket as content creation increasingly shifts towards AI-generated media, requiring new roles focused on curating and managing AI-generated content alongside traditional human creativity.

With technology's growing influence on society, a demand for "tech ethicists" may become apparent. It will involve roles focused on evaluating and advising on the ethical implications of emerging technologies.

As blockchain technology matures and sees increased adoption beyond cryptocurrencies, companies may require "blockchain developers and managers" for blockchain development, smart contract engineering, and blockchain project management.

In turn, as consumer experience becomes a competitive differentiator, roles specializing in designing holistic experiences, from customer journeys to product interactions, will see increased demand, making "experience designers" indispensable in sales and marketing and also gaming, training, and education. It will also trigger the demand for Virtual Reality and Augmented Reality developers.

The advances in genomics and biotechnology may lead to the emergence of "personalized medicine specialists" focused on personalized health and treatment plans

based on individual genetic profiles. Shifts in demographics, such as an aging population, may cause a demand for "elder care technology specialists" who can implement and manage technology solutions to support elder care and improve the quality of life for senior individuals. Last but not least, as awareness of the impacts of digital usage on well-being grows, "digital wellness coaches" may be in demand to help individuals and organizations balance technology use with mental health and productivity.

EXPONENTIAL CHANGE

In the last 10-15 years, several new jobs have emerged across various industries—such as social media manager, digital market specialist, cloud computing specialist, and cybersecurity analyst. They were largely driven by technological advancements, changes in consumer behavior, and the demand for sustainability.

According to Piotr Zygmunt, Head of RPO & Advisory Services at ManpowerGroup, the labor market is changing increasingly fast. "Ten years ago, graduates of vocational high schools and universities could get a job that would last for many years. It is no longer that easy today," Zygmunt said. "Jobs that did not exist a few years ago are now in high demand, while jobs that offered stable career paths keep disappearing from the labor market. This is true for jobs in industrial and manufacturing sectors. But this is also true in client services and sales, which in the past we thought would always require human performance," Zygmunt said.

He noted that digital transformation has changed the entire labor market. "Tech and IT companies change their strategies to match consumer market trends. Traditional communication channels such as radio and TV have been replaced by internet-based applications which, in addition, help consumers handle many aspects of their lives," he said.

With this, the demand for IT and technology specialists has skyrocketed. "Companies hire all types of IT-related jobs, from cybersecurity experts to data analytics and storage to cloud computing technologies, to AI and software development," Zygmunt said, adding that gradually, "simple control and support functions have been pushed away from humans."

In his view, the speed of the change "is growing exponentially which generates the so-called technological debt in society. Today, it covers working people aged 50+ but in a short time it may impact much younger workers," Zygmunt said.

Several years back, companies looked for competencies related to mathematical skills. Today, while math-based competen-

cies are still in demand, along with the skills to develop AI, there is a major shift in demand for humanistic skills. "In many aspects of life and work, the so-called soft competencies will be indispensable," Zygmunt said. "When technology and automation are present in increasingly large portions of our work and life, the importance of the so-called human touch is growing. Strong and diverse interpersonal skills will become critical in consumer relations," he said.

A recent ManpowerGroup report on talent shortages revealed that from the short-term perspective, demand will be in jobs



According to Piotr Zygmunt, Head of RPO & Advisory Services at ManpowerGroup, the speed of the change is growing exponentially which generates the so-called technological debt in society which today covers working people aged 50+ but in a short time it may impact much younger workers.

in logistics and logistics operations, sales, marketing, and client service.

With the growing talent deficit in the labor market, companies in all sectors will have to make do with the workers they have.

They will resort to reskilling and upskilling. "Workers will keep their jobs as long they are not replaced by technology but once

they are, the workers will move to other jobs adding value to them," Zygmunt said. "This will be true in production and office work, on low and high positions."

According to Zygmunt, from a short-term perspective, "companies may start using upskilling to gain competitive advantage and hedge the organization against the talent shortage in the labor market. Hiring foreigners will be an important element for companies to maintain adequate employment."

Today, pursuing exclusively business goals is no longer the only aspect appreciated by investors, shareholders and workers, as ESG has affected all business areas. With it, ESG-related competencies have grown in significance. "Gaining ESG competencies will require an interdisciplinary learning approach in different business areas coupled with systemic cause-and-effect thinking," Zygmunt said. "These competencies, coupled with effective teamwork communications and management skills will set the grounds for people applying for jobs in the ESG department," he said.

TIME TO ACT

Zygmunt noted that for many years, international investors perceived Poland as a country offering a diverse and highly skilled labor pool. "This is why the shared services sector is blooming and investors keep locating new competence centers in the country," Zygmunt said.

He noted that the Polish labor force is universally recognized as flexible and capable of adapting fast to new business realities.

Polish workers know foreign languages. But, with the growing inflationary pressures and consequent salary hikes, Poland is no longer among the countries offering an inexpensive labor force. This has slowed the inflow of FDI to the country recently. "If Poland does not have anything new in the offering in return, this trend may become even stronger," Zygmunt said. Properly trained human capital may be the answer. "Investing in the development of innovations and a wide-ranging cooperation between business and academia may increase Poland's competitive advantage in the global economy," Zygmunt said.

In his view, one cannot exclude that in the years to come, Poland may once again become a leader, this time, in the sector of competency centers and hubs. "Now is the time to put the right educational policies and legal frameworks in place," he said.

June

STRATEGIC THINKING

POLAND AND THE US ARE BOUND TO SHARE VALUES AND INTERESTS FOR DECADES TO COME

In June, AmCham members met with US Ambassador to Poland Mark Brzezinski to discuss the current state of Poland-US relations.

In his address to the AmCham membership, the ambassador underlined the importance of US investments in Poland, saying that they set standards for doing business in the country. He acknowledged the role of AmCham in the process saying that the organization engages with Polish decision makers and businesses, and through mentoring programs, with the future generations of Polish business leaders. "I could not be more optimistic about Poland," the ambassador said. "I could not be more optimistic about the higher calling of the next generation. This is a great time to be in Poland; there is an openness, there's momentum and there's a positive spirit. And there's a sense of direction in this country. And we are all in it together," he said.

Ambassador Brzezinski said that one of the strategic goals for the US is to help Poland to become a resilient democratic society and "an anchor in the region as a political democracy and as a free market economy."

SHARED VALUES

The ambassador complimented Polish society for its humanitarian work helping Ukrainian refugees in Poland. He said he was proud that American companies, such as Dell in Łódź and GE in Gdańsk, did their best to aid this effort by delivering humanitarian aid to the refugees, training them, and "giving them job security and helping them feel at home."

The ambassador also spoke in high terms of

He went on to say that "this means a steadfast commitment by all participants in the public space to uphold the integrity of our democratic processes and institutions". Ambassador Brzezinski added that "it means that law is supreme to power."

"It means protecting freedom of speech, and ensuring Poland's media landscape remains open and pluralistic," he said.

Talking about commercial relationships, the ambassador said that "a prosperous Poland is in America's interest."

"Commercial investment from the United States brings American interests, values, know-how, and net worth to the region," the ambassador said. "It is true that further investments in higher education, institutions, technology, finance, and engineering are needed for Poland to remain competitive and a leader in the region," he said.

The ambassador noted that American business is set to further its investments in the country "to have Poland prepared for the ambitions and goals of the next generation." For this, the US Embassy has facilitated industry sector dialogues, "which bring together government and industry to talk about challenges and opportunities facing the local market and what lies ahead," the ambassador said, adding that already the embassy has had discussions on the future of health care in Poland and the role of investment funds on Polish economic growth.

ENERGY AND SECURITY

The ambassador singled out the Polish energy sector as a strategic area of Poland-US cooperation. Noting that while the next generation of Poles has high expectations for

the construction of Poland's first nuclear power plant in partnership "with two gold standard American companies, Westinghouse and Bechtel."

"And what we're offering brings so much value to Poland, especially when we consider how much work will be done by Polish companies and the Polish workforce. We hope that our partnership will continue to grow and expand from three to six reactors," the ambassador said.

Focusing on Poland's safety and security, the ambassador said that the country has been undertaking a major modernization program of its defense capabilities, which "goes beyond political lines," he said. "This is something we all agree on," he continued. "The military relationship between the US and Poland is something I'm so incredibly proud of. It's stronger now than ever before. There is nothing that speaks to this more than the fact that we have over 10,000 American soldiers on Polish soil," Ambassador Brzezinski said.

MORE WORK AHEAD

The ambassador noted that an ambitious shared agenda to strengthen the Polish-US special friendship for decades to come requires more engagement on the part of Poland's new government with business and commerce. "A modern, consistent, prosperity-oriented government meets with business and commerce," Ambassador Brzezinski said, adding that he will continue to engage with and advocate for US companies in Poland and AmCham. "Consultation and engagement between government and business is normal and expected in any

The military relationship between the US and Poland is something I'm so incredibly proud of. It's stronger now than ever before. There is nothing that speaks to this more than the fact that we have over 10,000 American soldiers on Polish soil.

the Polish society at large for "embracing human rights" which he said "has to be a part of our shared future."

The ambassador noted that Poland and the US "share values and democratic principles".

economic growth, the country must be able to power itself. "Energy security is national security; the two cannot exist without each other," he said, adding that "Poland is on the right track" by undertaking cooperation in

well-run free market economy," he said. "Because together we are looking towards the future, a future that is fueled by all of you, the American business community in Poland," Ambassador Brzezinski said.

FACILITATING A MULTISTAKEHOLDER DIALOGUE

THE AMCHAM DINER WAS ONE OF THE LANDMARKS OF THE 16TH EUROPEAN ECONOMIC CONGRESS

Regarded as one of the most significant economic events in Central Europe, attracting numerous politicians, business leaders, and experts, the 16th European Economic Congress, held from 7 to 9 May in Katowice, brought together 17,000 participants (in person or online), and 1,200 speakers, who took part in over 180 panel discussions covering various topics such as economic policy, digital transformation, energy transition, sustainable development and geopolitics.

The opening ceremony celebrated the 20th anniversary of Poland's accession to the European Union featuring Polish Prime Minister Donald Tusk and European Commission President Ursula von der Leyen as special guests.

The AmCham Diner was one of the landmarks of the three-day-long event. Along with American business leaders, it hosted representatives of public administration and business, including Jacek Tomczak, Secretary of State at the Ministry of Economic Development and Technology; Krzysztof Bolesta, Secretary of State at the Ministry of Climate and Environment; Magdalena Maria Sobkowiak-Czarnecka, Undersecretary of State, European Union Affairs Division; Andrzej Szejna, Secretary of State at the Ministry of Foreign Affairs; Adam Nowak, Under Secretary of State at the Ministry of Agriculture; Elżbieta Bieńkowska, former Deputy Prime Minister; Jerzy Buzek, former Prime Minister, and former President of the European Parliament. They talked about partnership between Poland and the US, security, Poland's economic development based on competitiveness and innovation, the rule of law, support for investment development, education supporting a competitive innovation-based economy, and green transformation.

AMCHAM PANEL DISCUSSION

On the first day of the European Economic Congress, AmCham held a panel discussion devoted to American investment in Poland. Moderated by Tony Housh, the panel brought to the stage Intel's Vice President in Poland, Max Mieszko Dropinski, who talked about the short-term and long-term effects on the Polish economy of the chip assembly and testing facility Intel plans to build near

Wrocław. He said that it sets the ground for the emergence of the semiconductor industry in Poland, and at the same time, sends a positive signal to international investors that Poland is a safe and reliable country. Aleksandra Kosela, External Affairs Manager for Poland & Baltic States at BAT, talked about the importance of the company's operations in Poland for 50 regional markets worldwide. She spoke about BAT's newest investment, the Digital Business Services Center in Warsaw which, when fully operational, will support 1,500 expert jobs in technology development, IT, and marketing.

Another panelist, Mariusz Mielczarek, Director of Central European Public Policy at Amazon, talked about the company's operations in Gdańsk, where nearly 1,000 software engineers develop AI technology for the Alexa virtual assistant; and in Kraków and Warsaw, where Amazon experts develop a multi-language translating technology, but also the technology for Amazon's Kindle devices, and other projects such as a prime video service and a satellite internet access. "In the 10 years of our presence in Poland, we have invested over PLN 20 billion and created over 20,000 new jobs," he said.

Talking about the company's cloud services, Mielczarek noted the company's effort to aid the Ukrainian government by hosting on the Amazon cloud service the data sourced from 41 government agencies and banks in Ukraine. The hosting was initiated by Poland-based experts at the company. Marcin Moczyróg, General Director and GM for CEE at Uber talked about the company as a transformational platform for logistics and transportation, developing business-to-business and business-to-consumer business models in Poland. He said that after 10 years in Poland, the company sees that many Polish firms have picked up the Uber business model for cab services because "it is an economically viable business model", he said. Yet, owing to its innovativeness and constant development of client experience coupled with optimizing the management of the cab fleet, the company continues to be the market leader holding a 50 percent market share in the 17 largest cities in Poland including Warsaw, Kraków, the Tricity, and the Upper Silesia region.

Dagmara Piasecka Ramos, President, Pep-

siCo in Poland, said that the company has been present in Poland for 30 years and currently operates five production facilities in the country that employ over 3,000 people. She talked about the company's transition to renewable energy, and how PepsiCo prompts innovation internally by encouraging entrepreneurial attitudes among its workers, and how it employs their creativity. "We are open to their solutions, which is why the Polish factories have the best evaluation," she said.

DINER'S BUSY AGENDA

AmCham Diner was also the venue for a cocktail party AmCham organized on the second day of the congress in partnership with BAT. The cocktail was an excellent networking opportunity allowing participants to connect with industry leaders and decision-makers.

The congress was covered by 650 accredited journalists. In this number were reporters from TVN24 and TVN24 BiŚ who conducted interviews with business and government representatives at the live studio set up at the center stage of AmCham Diner. Among them were Dagmara Piasecka Ramos, General Manager of PepsiCo, who talked about the company's most technologically advanced production facility PepsiCo had built in Poland; Sławomir Plonka, Regional Operations Director for CEE at Amazon, who spoke about the company's achievements in Poland in the last 10 years of its presence in the country; Michał Konowrocki, Head of Rider Team at Uber CEE who talked about innovative technologies the company applies to enhance clients' experience; and Tony Housh, AmCham Chairman, who spoke about the importance of a continuous dialogue between business and representatives of government and market regulators.

AmCham Diner served over 5,000 pieces of food and 2,500 cups of coffee throughout the event.

The sponsors of the AmCham Diner at the EEC were Amazon, BAT, Citi Handlowy, Google, Meta, and PepsiCo. In-kind sponsors were Pizza Hut, Uber Eats, PepsiCo, The Coca-Cola Company, Coca-Cola HBC, Perta Browary Lubelskie S.A., Mars Food, and Mondelēz.

AMCHAM DINER AT THE 16TH EUROPEAN ECONOMIC CONGRESS IN KATOWICE

THE AMCHAM DINER AT THE EUROPEAN ECONOMIC CONGRESS IN KATOWICE, HELD ON 7-9 MAY, ATTRACTED HUNDREDS OF VISITORS. AMONG THEM WERE HIGH-LEVEL POLITICIANS REPRESENTING THE POLISH CENTRAL GOVERNMENT AND LOCAL GOVERNMENTS AND THE EU, AND BUSINESS LEADERS FROM AMCHAM MEMBER COMPANIES.





IN PICTURES: 1. ANITA KOWALSKA, AMCHAM; JULIAN KRZEŻANOWSKI, PEPSICO; MARZENA DRELA, AMCHAM EXECUTIVE & OPERATIONS DIRECTOR; JERZY BUZEK, FORMER PRIME MINISTER, FORMER PRESIDENT OF THE EUROPEAN PARLIAMENT, MARTA PAWLAK, AMCHAM LEGAL & PUBLIC POLICY DIRECTOR; JUSTYNA SEKUŁA, AMCHAM; MATEUSZ JURCZYK, AMCHAM KRAKÓW & KATOWICE DIRECTOR. 2. TONY HOUSH; AMCHAM CHAIRMAN; RICCARDO PROCACCI, PRESIDENT & CEO OF GE AEROSPACE; MARZENA DRELA. 3. MAGDALENA SOBKOVIK-CZARNECKA, UNDERSECRETARY OF STATE, THE EUROPEAN UNION AFFAIRS DIVISION AT THE OFFICE OF THE PRIME MINISTER; MARZENA DRELA. 4. RYSZARD PETRU, MP; MARZENA DRELA; MARTA PAWLAK. 5. ADAM NOWAK, UNDER SECRETARY OF STATE AT THE MINISTRY OF AGRICULTURE; MARZENA DRELA. 6. TOBIAS GOTTHARDT, DEPUTY MINISTER FOR THE ECONOMY, REGIONAL DEVELOPMENT AND ENERGY IN THE BAVARIAN GOVERNMENT IN GERMANY; MARZENA DRELA. 7. MACIEJ WITUCKI, PRESIDENT, POLISH EMPLOYERS' CONFEDERATION LEWIATAN; TONY HOUSH. 8. MAŁGORZATA SKOTNICKA, RZESZÓW CITY HALL; MAŁGORZATA SMIERZYCKA, CEC GROUP; MATEUSZ JURCZYK, MARZENA DRELA; PRZEMYSŁAW STOLARZ, RZESZÓW CITY HALL. 9. MARZENA DRELA; MARCIN BODIO, MSD POLSKA; GABRIELE GROM, PUBLIC POLICY LEAD FOR MID-EUROPE REGION, MSD; JUSTIN GANDY, MANAGING DIRECTOR, MSD POLSKA; MARTA PAWLAK; JACEK TOMCZAK, SECRETARY OF STATE AT THE MINISTRY OF ECONOMIC DEVELOPMENT AND TECHNOLOGY. 10. MICHAŁ KONOWROCKI, UBER; MARZENA DRELA; MARCIN MOCZYRÓG, UBER. 11. TOMASZ WRONKA, WISE EUROPE; ŁUKASZ KOWALSKI, MSL GROUP; MATEUSZ JURCZYK. 12. WOJCIECH KUŚPIK, CHAIRMAN, PTWP AND THE INITIATOR OF THE EUROPEAN ECONOMIC CONGRESS IN KATOWICE; MARZENA DRELA. 13. MARZENA DRELA; NATALIA MILESZYK, CEC GROUP; MAGDALENA MAZUR, BOLT. 14. MARTA KOKOSZKA, AWS; MARTA PAWLAK. 15. MATEUSZ JURCZYK; MARTA PAWLAK; WILLIAM GUTERMAN, PRESIDENT AND CEO, SKYBORN RENEWABLES BREMEN; FLORIAN LADAGE, HEAD OF NEW MARKETS & COMMERCIAL PROJECT MANAGEMENT, SKYBORN RENEWABLES BREMEN; MARZENA DRELA; KAROL WARAKOMSKI, MARTYNA BARANOWSKA, SKYBORN RENEWABLES. 16. MARZENA DRELA; KRZYSZTOF BOLESTA, SECRETARY OF STATE AT THE MINISTRY OF CLIMATE AND ENVIRONMENT. 17. TOMASZ BRONNY; SENIOR PLANT MANAGER, SNACKS, PEPSICO. POLSKA; DAGMARA PIASECKA-RAMOS, CEO & PRESIDENT OF THE MANAGEMENT BOARD, PEPSICO. POLSKA; JULIAN KRZYŻANOWSKI, MAŁGORZATA SKONIECZNA, (AMCHAM BOARD MEMBER), ALEKSANDRA WIERZBA, PEPSICO. POLSKA. 18. MARZENA DRELA GIVES AN INTERVIEW TO JAN NIEDZIAŁEK FROM TVN24 BIS. 19. MATEUSZ JURCZYK; MATEUSZ BOŃCA, JLL. 20. JUSTYNA SEKUŁA; MICHAŁ OBIEGAŁA, BP. 21. MARZENA DRELA; ELŻBIETA BIŃKOWSKA, FORMER DEPUTY PRIME MINISTER.

AMCHAM DINER AT THE 16TH EUROPEAN ECONOMIC CONGRESS IN KATOWICE



22. MARZENA DRELA; MARIUSZ MIELCZAREK, PIOTR SZYMAŃSKI, AMAZON; ANITA KOWALSKA. 23. MARTA PAWLAK; MONIKA GOZDAWA-NOCOŃ, DSV AIR & SEA IN POLAND; MARZENA DRELA; JUSTYNA SEKUŁA, AMCHAM. 24. JOLANTA JAWORSKA, AMCHAM BOARD MEMBER (IBM); MARZENA DRELA; MŁĘGORZATA BOGUSZ, THE KULSKI FOUNDATION; MACIEJ WEWIÓR, DEPUTY DIRECTOR, GOVERNMENT INFORMATION CENTRE, THE OFFICE OF THE PRIME MINISTER. 25. KATARZYNA CHOJECKA, CISCO; MARCIN KRASUSKI, GOOGLE; MARZENA DRELA; MARTA KOKOSZKA, AWS; ANITA KOWALSKA, GABRIELA STANGRECIĄK; JUSTYNA SEKUŁA, MARTA PAWLAK. 26. THROUGHOUT THE THREE DAYS OF THE EUROPEAN ECONOMIC CONGRESS, AMCHAM DINER SERVED OVER 5,000 PIECES OF CAKE AND OVER 2,500 CUPS OF COFFEE. 27. DARIUSZ SZCZYGIEL, TVN WARNER BROS. DISCOVERY, TVN24 BIS; ANITA KOWALSKA; PRZEMYSŁAW GOŚLAWSKI, TVN WARNER BROS. DISCOVERY TVN24 BIS; MARTA PAWLAK; JUSTYNA SEKUŁA; JAN NIEDZIAŁEK, TVN WARNER BROS. DISCOVERY TVN24 BIS; MARZENA DRELA. 28. STATIONED AT AMCHAM DINER, THE COCA-COLA TEAM.

AMCHAM PANEL DISCUSSION

PIVOTAL ISSUES CONCERNING AMERICAN INVESTORS IN POLAND AND THEIR IMPACT ON THE GROWTH OF THE POLISH ECONOMY WERE ON THE AGENDA OF AN AMCHAM PANEL DISCUSSION HELD ON THE FIRST DAY OF THE CONGRESS. THE DISCUSSION WAS MODERATED BY AMCHAM CHAIRMAN TONY HOUSH.

IN PICTURES: 1. THE DISCUSSION IN PROGRESS. 2. TONY HOUSH. 3. MAX MIESZKO DROPINSKI, INTEL. 4. ALEKSANDRA KOSEŁA, BAT. 5. MARCIN MOCZYRÓG, UBER. 6. MARIUSZ MIELCZAREK, AMAZON. 7. DAGMARA PIASECKA RAMOS, PEPSICO POLSKA.



AMCHAM MEDIA CORNER

THE AMCHAM DINER HOSTED A LIVE STUDIO BY TVN 24 BIŚ, WHOSE JOURNALIST JAN NIEDZIAŁEK CONDUCTED INTERVIEWS WITH CENTRAL AND LOCAL GOVERNMENT OFFICIALS, CEOs OF AMCHAM MEMBER COMPANIES AND OTHER BUSINESS LEADERS. IN PICTURES: 1. TONY HOUSH, AMCHAM CHAIR-

MAN. 2. DAGMARA PIASECKA-RAMOS, GENERAL MANAGER, PEPSICO POLSKA. 3. MICHAŁ KONOWROCKI, HEAD OF RIDER TEAM, UBER CEE. 4. SŁAWOMIR PŁONKA, REGIONAL OPERATIONS DIRECTOR FOR CEE AT AMAZON.



AMCHAM DINER AT THE 16TH EUROPEAN ECONOMIC CONGRESS IN KATOWICE**AMCHAM DINER COCKTAIL PARTY**

AMCHAM, IN PARTNERSHIP WITH WITH BAT POLAND, HELD A COCKTAIL RECEPTION AT THE AMCHAM DINER TO OFFER AN ENJOYABLE AND VIBRANT ENVIRONMENT FOR ALL THE GUESTS TO NETWORK. IN PICTURES: 1. MAREK ŻÓŁTOWSKI, BAT. 2. WOJCIECH KUŚPIK; CHAIRMAN PTWP, INITIATOR OF THE EUROPEAN ECONOMIC CONGRESS IN KATOWICE; MARZENA DRELA, AMCHAM EXECUTIVE AND OPERATIONS DIRECTOR. 3. MATEUSZ JURCZYK, JUSTYNA SEKUŁA, AMCHAM; ANDRZEJ SZEJNA, SECRETARY OF STATE AT THE MINISTRY OF FOREIGN AFFAIRS; GABRIELA STANGRECIAK, AMCHAM. 4.

ZOFIA LEŚNIEWSKA, THE POLITYKA WEEKLY; JOLANTA JAWORSKA, AMCHAM BOARD MEMBER (IBM); MARZENA DRELA. 5. JUSTYNA SEKUŁA, AMCHAM; ROBERT MOREN, MARS POLSKA. 6. BARBARA KLUBA, MICHAŁ KOCZAŁSKI, CEC GROUP; MATEUSZ JURCZYK. 7. WOJCIECH PŁAŻAŁSKI, BCC; MARTA PAWLAK, AMCHAM. 8. WOJCIECH KUŚPIK; STAN CIEŚLA, ABSL; MARCIN NOWAK, DIGITAL KATOHub. 9. DOMINIKA BETTMAN, MICROSOFT, PAWEŁ PANCZYJ, ABSL. 10. THE COCKTAIL IN PROGRESS.



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Advancing Sustainable Transformation

AmCham.pl Quarterly
Editor Tom Ćwiok talks with
Ian Braime,
Chief Commercial Officer
at Ascend Elements, and
Tomasz Poznar, Ph.D., VP of
Strategy and General
Manager of Europe at Ascend
Elements, about battery
technology for electric
vehicles (EV) and the company's
recent investment in Poland.



What can you tell us about Ascend Elements?

TP: Ascend Elements is a highly innovative and fast growing battery materials company based in the US. In fact, we are the fastest growing EV battery recycling company in North America with over 500 percent growth in headcount during a recent 18-month period. We operate one of North America's largest EV battery recycling facilities in the state of Georgia, and we are building a 1 million square foot cathode precursor—pCAM—manufacturing facility in Kentucky. Our business is built on innovation, and we have more than 105 patents pending or granted worldwide. In fact, we were recently named one of the Most Innovative Companies in the World by Fast Company and one of America's Top Green Tech Companies by TIME Magazine.

IB: On top of that, we are working with some of the largest electric vehicle original equipment and battery manufacturers in the world and have contracted orders for new, decarbonized pCAM and cathode active material—CAM—valued at over USD1 billion. We can offer a truly closed-loop solution to the EV supply chain—recy-

cling cell manufacturing scrap and battery and vehicle assembly production scrap, and then returning that material back into the battery supply chain as cost-competitive, decarbonized, high-performance cathode materials. No one else can do that.

TP: This makes our business model very attractive to private investors. We have raised over USD1.6 billion from private investors, and the US Department of Energy granted us USD 480 million to commercialize our patented Hydro-to-Cathode technology in 2023. Since then, we have expanded quickly in the United States and now we are turning our attention to Europe. In fact, we already have significant operations and staff in Europe, and we are poised for significant growth here as well.

In April, Ascend Elements announced a joint venture with Polish partner Elemental Strategic Metals, to create a recycling facility for EV batteries in Zawiercie. The facility is scheduled to open in September. Its recycling capacity will be up to 12,000 metric tons of batteries each year. EVs are not particularly

popular in Poland. Why did you choose the country for such a project?

TP: Our joint venture in Zawiercie is our battery recycling hub in Europe. That is one part of our business. The other part is battery materials engineering and manufacturing with our Hydro-to-Cathode technology. The AE Elemental joint venture will focus on battery recycling and shredding while Ascend Elements will remain focused on pCAM and CAM manufacturing in Europe. It is important to understand that background.

With that said, the AE Elemental facility in Zawiercie is designed to process battery production scrap and end-of-life EV batteries from all over Europe. As a result, the popularity of electric vehicles in Poland does not have a big impact on those recycling operations. Compared to the US, the electric vehicle market in Europe is growing quite fast. Twice as fast by some estimates. Expanding our recycling operations into Europe will allow us to better serve our customers locally and also help the industry comply with new EU rules requiring recycled material in new batteries.

Lithium-ion batteries are used in most EVs, driving demand for lithium-ion battery recycling. However, there are other power technologies being developed for vehicles, such as hydrogen-based ones, and other battery technologies, such as solid-state batteries, lithium-air batteries, and others. How do you evaluate the growth potential of the lithium-ion EV battery markets in Europe?

IB: Our recycling process is optimized for most of the types of electric vehicle batteries in use today, but also many technologies currently in advanced development. We see great opportunity for continued growth in recycling NMC, NCA and LFP batteries in Europe, where use of these technologies is now proven in application at commercial scale. By 2034, analysts at Fastmarkets expect over 645,000 tons of used lithium-ion batteries will need to be recycled in Europe each year.

TP: Batteries are a key technology driving the green transition, supporting sustainable mobility and contributing to climate neutrality by 2050. Demand for batteries is growing rapidly and is expected to

increase 14-fold worldwide by 2030, with the EU potentially accounting for 17 percent of this demand. This is mainly due to the electrification of transport.

According to a report by BloombergNEF, the global lithium-ion battery market is expected to grow from 130 GWh in 2020 to over 2 TWh by 2030. The estimated 45 percent of the growth is going to be generated by EV. The remaining 55 percent of growth is going to be generated by renewable energy systems, consumer electronics and grid-scale energy storage. Is the technology you develop relevant to those non-EV energy sources as well?

TP: Yes. We can recycle a wide range of lithium-ion batteries used in many different industries. Right now, we prioritize large, high-nickel lithium-ion batteries, which tend to be found in battery electric vehicles and plug-in hybrids. We also recycle batteries from heavy duty equipment like forklifts and commercial vehicles.

IB: Grid scale and stationary storage batteries tend to have a longer project life and therefore recycling volumes in this sector are currently low in comparison to EVs, but we expect volumes to grow and this will be a good market for our technology in the future. We can also recycle batteries from consumer electronics, but it is not our primary focus. It might take 10,000 smartphones to equal one large EV battery.

Ascend Elements has patented the Hydro-to-Cathode technology which transforms recycled battery materials directly into new, cathode precursor without any metals extraction. Will you apply this technology in the Polish facility?

TP: This is why it is important to understand that we have two sides of our business. The AE Elemental

facility in Zawiercie is a battery recycling and shredding facility, so the Hydro-to-Cathode direct precursor synthesis process is not part of that project. However, on the battery materials side of the business, we have had massive interest in our Hydro-to-Cathode technology from customers and governments in Europe. Our technology addresses challenges set by the EU battery directives, so European countries have an interest in bringing this closed-loop technology to their people. We are in talks with officials from several different countries now and we are working to find the best location for an Ascend Elements pCAM manufacturing facility. Frankly, a lot will depend on the incentives and support offered by each location. We are committed to bringing this advanced technology to Europe. It is just a matter of when and where it will be located.

IB: The only thing I would add is a bit about the Hydro-to-Cathode technology itself. The process transforms a mixed stream of used lithium-ion batteries and manufacturing scrap into active, battery-grade cathode material, maximizing the value of these materials while driving down costs and carbon emissions. Other processes leach metals out of spent battery materials, but our patented process leaches out impurities, which keeps the valuable cathode materials intact and in solution. This eliminates multiple steps in the recycling process for lower GHG emissions and energy use. In fact, our Hydro-to-Cathode process produces new pCAM with up to 90-percent lower carbon emissions compared to traditional cathode manufacturing methods with primary material from mining. Ascend Elements' pCAM and CAM products are engineered and produced to our customers' specific application requirements.

Technology companies often complain that market regulators do not always catch up

with the speed of technological advancement. How do you evaluate Poland in this respect?

TP: Technology in the battery recycling industry is advancing quickly with new methods like our Hydro-to-Cathode and Hydro-to-Anode technologies. These technologies help keep hazardous battery materials out of landfills while producing new, decarbonized active materials to help lower the overall carbon footprint of electric vehicles. Fortunately, this all tends to align with the goals of regulators in Europe.

IB: The new EU rule requiring recycled material in new batteries is good for our business. The European Commission has adopted a package of legislative proposals to adapt the EU's climate, energy, transport and taxation policies to meet the goal of reducing net greenhouse gas emissions by at least 55 percent by 2030 compared to 1990 levels. One of the measures to bring Europe closer to the planned targets is the policy on the circular economy, including the use of electric batteries. A new law was adopted by the Council and the European Parliament in 2023 to ensure that batteries are collected, reused and recycled in Europe. In line with the circular economy, the Battery Regulation is the first European piece of legislation to adopt a full life-cycle approach in which sourcing, production, use and recycling are comprehensively addressed. Also, producing these materials in Europe plays a significant role in enabling our customers to remain compliant with local content requirements.

Many companies in Europe complain about the lack of adequately trained workforce. Is it an issue for you in Poland?

TP: Access to a skilled workforce is a challenge in both Europe and the US. Our facilities employ a wide range of professionals, and it can be difficult to staff certain positions. In the US, we have worked

closely with local schools and community colleges to customize coursework and training programs for hard-to-fill roles. We will undoubtedly do the same in Poland and Germany.

IB: Wherever we choose to locate our pCAM manufacturing facility and Hydro-to-Cathode research and development team, we will need to collaborate with local universities and technical colleges in the area. Ascend Elements was born in a laboratory at Worcester Polytechnic Institute, and we still have strong ties to academia. Collaboration with the scientific community in Europe will be essential for the creation of an internal R&D department at our new European pCAM production facility.

What are the company's short-term plans in Poland and, more broadly, in Europe?

TP: Again, we need to think about the two sides of our business. On the battery recycling side, our joint venture recently began operating a state-of-the-art facility in Zawiercie that will disassemble, discharge and shred EV batteries to produce black mass. This facility has the capacity to recycle up to 12,000 metric tons of batteries per year, or approximately 28,000 EV batteries annually. Additionally, we will soon begin adding lithium extraction capabilities to the Zawiercie facility. This new lithium extraction line will be operational in 2026 and process up to 20,000 metric tons of black mass per year. Beyond Poland, we are planning to build a new, state-of-the-art battery recycling facility in central Germany. This new AE Elemental facility in Germany will have the capacity to recycle up to 25,000 metric tons of batteries per year, or approximately 58,000 EVs annually.

On the battery materials side, we are looking more broadly to find the best location for our first Hydro-to-Cathode pCAM manufacturing facility in Europe. We expect to choose the location of this facility in the next 6 to 12 months.

On the battery materials side, we are looking more broadly to find the best location for our first Hydro-to-Cathode pCAM manufacturing facility in Europe. We expect to choose the location of this facility in the next 6 to 12 months.

Building a Flexible Business Community

AmCham.pl Quarterly Editor Tom Ćwiok talks with **Jerzy Brodzikowski**, General Manager at CIC Warsaw, about the coworking and flexible office market and how the company expands business in Poland.

The rise of coworking, flexible office spaces has changed the way people work, offering an alternative to traditional office settings. What is the difference?

Before I answer this question, let me provide some historical context of why coworking and flexible office solutions are currently on the rise across the world.

Coworking and, wider, shared flexible offices spaces have existed for many years—since the early 1980s—but the latest rise of this type of office concept can be attributed to two important developments in recent history. First, the rise of advanced technologies such as cloud computing, internet communications—in particular video calls—and wireless high-speed internet have slowly driven the trend of moving away from traditional in-office work for well over ten years. This was a rather slow process, though, taking place in more progressive companies across the world. It was, however, vastly accelerated by the second factor—the COVID-19 pandemic—which necessitated social distancing, which caused office spaces to nearly instantly become empty, in particular in 2020 and 2021.

During the pandemic, companies and organizations around the world realized that they could run their activities with limited office space or even completely remotely, with employees connecting via the internet from across the globe. This was likely the fastest and largest shift in the way people have been working in white-collar jobs since the very birth of white-

collar jobs in the 1930s. Additionally, Generation Z, which is the first generation that was fully raised on constant and mobile access to the internet and social media, began entering the workforce. These changes required companies to swiftly adjust how their employees were to work at their offices.

Now, onto your question and the reason all of this is connected. Traditional offices come with long-term leases, rigid cubicle-styled layouts, and a static work environment structured around a traditional business hierarchy. Moreover, these office leases cost a lot of money and employers want their employees to physically go to offices five days a week to validate this cost.

In contrast, coworking and flexible office spaces are designed to offer flexible contracts, adaptable office layouts and access to a collaborative environment where learning new things and meeting new people are nearly as important as the actual work. With coworking and flexible office space, employees have the freedom to come and go. They can work a day, two or however many days per week they choose. They can move around common areas, work at a hot desk or in offices, jump from one meeting room to another and even change locations when they travel abroad. Additionally, they can participate in networking activities, educational seminars and, yes, even yoga classes, which build a greater sense of belonging and, hence, a community within the company and beyond.

In this way, coworking and flexible

spaces are not at the core of the business, like traditional offices were, but rather are part of a broader paradigm of how people work in 2024—remotely, in an office, from a café, or anywhere they decide. The advantage of a coworking and flex office space is that flexibility and agility sought after in our uncertain times.

The CIC Warsaw Innovation Campus, located in the Varso Place Complex, exemplifies this new approach to work. It is located just three minutes from the Warsaw Central Station, and features a modern and accessible design with coworking spaces, flexible offices, event spaces, a café, and a podcast studio. Our prime location ensures easy access and convenience for our clients, enhancing their overall experience, especially in the case of companies dispersed throughout Poland, Europe, or beyond. At CIC Warsaw, we provide a vibrant environment and a community that fosters innovation, creativity, and networking, making it a hub for startups and established technological businesses alike.

What is driving the flexible office market in Poland today?

In Poland, and in most places around the world, it is driven by startups, scale-ups and other technological companies that usually fall into the category of small and medium-sized enterprises. They are most often looking for flexibility



Photo by Alicja Bokina

in terms of their contracts, the ability to add or reduce employees on a month-to-month basis, and want to be in a place where similar companies operate. Collaboration is one of the fastest ways to scale a business. Additionally, these companies frequently employ younger individuals from generations Y and Z, who prefer modern, well-organized, and 'Instagrammable' workspaces. Moreover, large companies are now also looking to place their innovation, tech, and marketing departments in flex and coworking spaces in order for their employees to find inspiration from startups and potentially collaborate with these SMEs.

What are the challenges to the growth of flexible office space?

The growth of flexible shared office spaces is on the rise. According to experts, flexible office space should account for about 10 percent of all office space globally by 2030. Yet, there are some obstacles along the way. First, during the pandemic, many coworking and flexible spaces lost clients when companies decided to go completely remote. This caused some flex space operators to either re-

duce their footprint or shut down their business. A repetition of such a pandemic could be difficult for the sector. Second, even though the trend of moving towards hybrid work—say 2-3 days at the office and 2-3 days at home—seems to be the most feasible option for most companies, other companies may stay in the completely remote model. The more companies do this, the more flex space providers, but also traditional office lease providers, will feel it in their profit and loss statements. Thirdly, and finally, flexibility is often the most expensive service one can provide and there are costs associated with it for the flex and coworking space operators. As companies become more agile, they will want even more flexibility from office space operators, which will require more resources and increased costs. Nevertheless, as flexibility is at the core of coworking and flex space operators, I believe that, as this type of service is in the avant-garde of change and rather than challenges, we see opportunities and this mindset will allow our sector to thrive.

Apart from offering flexible office on flexible terms, CIC develops an innovation network among its client base. How does it work?

At CIC Warsaw, fostering a network among our clients by connecting like-minded individuals and catalyzing positive change is a core part of our *modus operandi* and mission. We allow for such connections to happen in a couple of ways. Firstly, through the Venture Café Warsaw Foundation—a foundation started by CIC over 10 years ago, which operates in almost all CIC Campuses—we organize Thursday Gatherings, which are weekly, free, open meetups attracting 250-400 individuals and organizations, including startups, scale-ups, investors, and NGOs. These gatherings provide a platform for networking, knowledge sharing, and collaboration. Additionally, we host exclusive events tailored for our clients to facilitate meaningful connections. Our Relationship Managers play a crucial role by connecting Warsaw clients with their counterparts from other CIC campuses in Japan, the Netherlands, Germany, and the US. This global network enables

our clients to find the services they need, whether it is marketing, legal advice, ESG consulting, or production. In this way, organizations and companies find multiple ways to support each other and collaborate on various projects and levels.

With so much emphasis on sharing and co-working, it is vital to remember that people sometimes need peace and quiet. How do you provide that to your clients?

This is a great question, especially that most of my previous answers underline the aspect of collaboration and community, which may be sometimes distracting for people. But at CIC Warsaw, we understand the need for some peace and quiet amidst our bustling environment. We offer private office spaces where clients can work in complete silence and comfort. Our coworking space has a fully silent zone, ensuring a quiet atmosphere for focused work. Conversely, for calls or conversations, clients can utilize our common shared spaces or one of our conference rooms and phone booths—of which we have nearly 50—our data motels or other public-access areas within the CIC Warsaw Innovation Campus. This approach allows us to maintain a healthy balance between collaborative and quiet environments, catering to the diverse needs of our clients, in particular, with those who fall into the neurodiverse category.

What is your client portfolio mix?

Our client portfolio is large and varied, encompassing a wide range of countries of origin and startups and tech industries. We are proud that almost 35 percent of our clients are startups and freelancers. Of these, 32.7 percent are active in IT/tech, 26.5 percent in media and communications, and 12.2 percent in both AI and the environment sectors. This diversity fosters a rich ecosystem of innovation and collaboration, allowing our clients to benefit from a wide array of perspectives and expertise. The other portion of our clients is made up of organizations that support startups, such as incubators, accelerators, community builders, a couple of Venture Capital firms which are either headquartered at CIC Warsaw or have their satellite

representatives, social impact organizations and even large corporations, who have their tech departments in our site.

CIC clients can also use the company's consulting services. What does the company offer?

It is not exclusively CIC clients who can utilize the company's consulting services. Anyone can, globally, who wants to collaborate with CIC and through CIC. This is the third segment of our business activities, the first being office and coworking spaces and the second event space rental—we host over 1000 events at the CIC Warsaw Innovation Campus annually. We are currently consolidating our consulting services into "CIC Connect" which will help companies, startups, and even government organizations from across the globe to accelerate their internationalization activities. CIC's greatest advantage is the fact that we have a network of companies on three continents, plus we have collaborated with a plethora of non-governmental and governmental organizations in the past in deploying soft-landing programs in the US, Europe, and Asia. We are planning on further expanding our activities in 2024 and beyond by consolidating our expertise and experience with the opportunities for global expansion of our clients and beyond.

With so much emphasis on community-building I wonder what the company's culture is like...

Our corporate culture is deeply rooted in inclusivity, innovation, and a strong sense of community, as we strive to incorporate the Diversity, Equity Inclusion and Belonging policies in everything we do. We believe that creating a welcoming and supportive environment is essential for fostering inclusive innovation and growth, and we are committed to treating everyone equally and providing opportunities for all, regardless of their background or circumstances. Inclusivity is a cornerstone of our culture, which is why District Hall—our free public coworking space—is available to anyone, regardless of their financial situation. This open-door policy ensures that even those just starting out have the opportunity to develop their

ideas and businesses in a supportive environment.

The CIC's architectural design also reflects our commitment to inclusiveness. We have cabinets in the kitchens for people in wheelchairs, wide corridors to facilitate easy movement, and inclusive, gender-neutral toilets stocked with feminine hygiene products. Additionally, we provide relaxation rooms for those who need a break from overstimulation. These features ensure that our spaces are welcoming and accessible to all. Social inclusion is also a key aspect of our culture. We partner with initiatives such as the Sexon conference, which focuses on intimacy for people with disabilities. This partnership underscores our commitment to creating a supportive and inclusive environment for everyone. We have been recognized multiple times as a place friendly to neurodivergent persons.

Community building is at the heart of what we do. Our Thursday Gatherings and other networking events provide opportunities for clients to connect, collaborate, and innovate together. This sense of community extends beyond professional interactions, fostering a supportive network where individuals can grow both personally and professionally.

What are the company's plans in Poland?

As the CIC Warsaw Innovation Campus enters its fifth year of operation, I am happy to share that we are established as the center of gravity for the innovation ecosystem in Poland and the wider CEE region. We have taken many risks in the past to position ourselves in this spot, and our next steps are to do as much as we can to help the innovation ecosystem thrive given our abilities and bearing in mind the privilege we have to be in this place. We are actively pursuing new projects with our current and future partners, we intend to host even bigger events at our center, and to have an even greater impact on the innovation and business ecosystem in Poland and beyond. We are also constantly searching for new opportunities to establish more centers in other areas of Poland as well as in the wider CEE region.

Navigating the Dangerous Cyber Landscape

AmCham.pl Quarterly Editor Tom Ćwiok talks with **Jolanta Malak**, Regional Sales Director, Poland and Ukraine at Fortinet, a cybersecurity company, about challenges in protecting users, devices, and data everywhere.



What can you tell us about the company's history in Poland?

Fortinet has been present in Poland since 2005. The very first Fortinet FortiGate was sold in Poland that year, and since then, we have enjoyed rapid growth, both locally and abroad.

When Fortinet first began its operations in Poland, it was mostly working with mid-size companies and SME's. Now, we work with companies of all sizes across the country, including many top enterprise customers. Our solutions and services extend across many industries, including the public sector, telco, and finance. Our office is based in Warsaw.

What is your offering for corporate clients?

Securing people, devices, and data everywhere is our mission. To that end, our portfolio of over 50 enterprise-grade products is the largest integrated offering available,

delivering proven cybersecurity everywhere you need it. It includes a wide range of cybersecurity solutions for enterprise clients, including network security, cloud security, endpoint security, and security operations. More than 755,000 customers trust Fortinet solutions, which are among the most deployed, most patented, and most validated in the industry. Our flagship platform, the Fortinet Security Fabric, is redefining cybersecurity, enabling automated protection, detection, and response along with consolidated visibility across both Fortinet solutions and a broad ecosystem of over 500 third-party solutions. Within our unified platform, we help customers to respond to an ever-evolving cybersecurity landscape and meet constantly accelerating business needs.

The cybersecurity market is highly fragmented, with many different technologies

and solutions available which can make it difficult for customers to choose the right solution. How do you make sure you have the right solutions for specific clients?

In a world where people, data, devices, and applications can be located virtually everywhere, sophisticated threats are being designed to take advantage of your expanding attack surface. In these dynamic environments, the traditional approach to security—bolting on a new product to your technology stack to protect a new attack surface—is no longer sustainable.

Staying ahead of tomorrow's threats requires embracing a new approach. Security needs to adapt and scale with your network, which means that converging and consolidating software, hardware, and other technologies into a single platform is no longer simply nice to have, it is a vital step in securing your business for years to

come. This is what we call the platform era of cybersecurity.

Fortinet's platform approach focuses on providing a unified security fabric that integrates various security products and services to deliver comprehensive protection across an organization's entire network infrastructure. This consolidation of products can simplify security management and reduce complexity. For each of our customers, we take a consultative approach to understand each client's specific security needs and challenges, then recommend the most appropriate solutions from our portfolio.

With the advancement of AI and machine learning, and the potential emergence of quantum computing, traditional approaches to cybersecurity are increasingly hard to maintain. How do you make sure Fortinet stays atop of the game?

Fortinet has been at the forefront of cutting-edge technologies such as AI and machine learning for years. Incorporating AI into our Security Fabric, our response centers on an integrated approach, leveraging AI-driven technologies for proactive threat detection and response. Our solutions span from securing IoT devices to fortifying edge environments, to addressing the intricate interplay between cutting-edge innovation and security.

Furthermore, while many of our competitors OEM their security intelligence from different vendors, FortiGuard Threat Intelligence has been built in-house, allowing us to apply AI consistently across different sources to expand the scope and scale of how and where it can be used.

In April, we unveiled new and expanded GenAI assistant capabilities for FortiAI—formerly Fortinet Advisor—across our FortiAnalyzer, FortiSIEM, and FortiSOAR solutions. These enhancements will help security operations teams of any size make better-informed decisions and respond to threats faster by simplifying even the most complex tasks.

You have to innovate to stay atop of the game in cybersecurity. Innovation is built into our DNA. Fortinet holds 1,318 patents globally—nearly three times more than comparable network security vendors—a testament to our dedication to organic innovation that delivers industry-leading cybersecurity and networking solutions.

The shift to cloud computing has created new security challenges, such as securing data in transit and at rest, which can be difficult to address. How do you address those issues?

As organizations develop and deploy more cloud applications, security becomes more complicated. Many organizations are adopting a hybrid or multi-cloud approach, which has expanded the attack surface and increased complexity. Security teams often struggle to manage and secure their various private and public cloud workloads and environments. And even though multi-cloud adoption has many benefits, dealing with multiple tools adds management complex-

ity, making it difficult or impossible to apply consistent security policies across all cloud environments. Encryption is crucial for protecting cloud-based data, especially sensitive data that is stored on or transferred to and from the cloud. Encrypting data ensures that information cannot be intercepted or stolen while at rest in data storage applications or in motion between on-premises systems and the cloud.

Fortinet secures data in transit using technologies like VPNs and SSL inspection, and data at rest using encryption and access control solutions. VPNs help users access the internet securely and anonymously, which removes the risk of their browsing activity and data being spied on or stolen by hackers. VPNs are increasingly becoming a necessity, especially as workers access corporate systems from public or home Wi-Fi networks, which are often inherently insecure. SSL inspection meanwhile can be used to decrypt and inspect HTTPS traffic, enabling it to detect and block malicious content that might otherwise be hidden within encrypted traffic.

Cybersecurity firms often struggle to find and retain skilled professionals. What are the career opportunities at Fortinet in Poland?

Our annual Skills Gap Report revealed a growing connection between cybersecurity breaches and skills shortages, with 70 percent of organizations attributing increased cyber risks to the skills gap. This highlights a growing need to upskill existing security professionals through training and certifications and foster a more cyber-aware workforce.

As part of Fortinet's dedication to closing the skills gap, we pledged to train 1 million people in cyber by 2026. As we near the halfway mark of this five-year commitment, we are close to having trained half a million individuals to date. In February 2024, we also joined the European Commission's Cybersecurity Skills Academy initiative, pledging to upskill and reskill 75,000 individuals over three years.

At Fortinet Poland, we are always looking for skilled professionals to join our team. Due to our dy-

namic technology development, we are always interested in talking to engineers who are willing to expand their knowledge and quickly adopt new branches such as AI, CI/CD, SecOps and Cloud.

Do you cooperate with technology schools in Poland to attract potential candidates?

We work with a number of academic institutions across Poland as part of our Academic Partner Program, which aims to create a more diverse, equitable and inclusive cybersecurity workforce. It bridges the gap between learning and careers through access to industry-recognized Fortinet NSE training and certification courses. By collaborating with the highest education institutions and schools in Poland and around the world, we want to help learners become part of an elite group of skilled cybersecurity professionals.

In Poland, we currently work with colleges, universities, and secondary schools, including Collegium Da Vinci, Politechnika Poznańska, and Zespół Szkół Chłodniczych i Elektronicznych, with plans to expand the program out to other local schools in the coming months. As part of our engagement with the European Commission Pledge and the EU Cybersecurity Skills Academy, Fortinet is committed to adding 30 new Academic partners in Europe by 2026.

Cybersecurity firms must comply with a range of regulations. How do you see the market in Poland in terms of its regulations governing cybersecurity?

Cybersecurity regulation is necessary for keeping everyone secure, and we believe in having an industry-wide dedication to both adherence and radical transparency of vulnerabilities, with the safety of customers top of mind.

Meeting the cybersecurity demands of the modern and increasingly digital world is more than any single user, company, or government agency can realistically expect to do alone. At its core, cybersecurity is a team sport. To thwart nefarious cyber efforts, industry and government must work together to share cyberthreat intelligence and have interoperable cybersecurity tools and sensors.

That is why we have a long-standing commitment to public and private partnerships, including with PWCyber and NASK locally in Poland, both of which aim to boost intelligence sharing and strengthen Polish cyber defenses. We also work with global leaders as a founding member of the World Economic Forum's Centre for Cybersecurity—C4C—helping to encourage intelligence sharing across the industry to reduce global cyberattacks and disrupt cybercrime.

As one of the first cybersecurity vendors to sign the Cybersecurity and Infrastructure Security Agency's Secure by Design pledge, Fortinet is committed to adhering to robust product security scrutiny at all stages of the product development lifecycle, helping to ensure that security is designed into each product from inception all the way through to end of life. We strongly encourage others in the technology community to join this effort to keep organizations secure.

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

Aligning with our global business priorities, we'll be placing a key focus on driving forward Fortinet's three major strategic enterprise pillars: Secure Networking, Unified SASE, and AI-driven Security Operations. Delivering operational technology aware, or the so-called OT-aware security capabilities across Fortinet's three strategic pillars is also a key tenant of our growth strategy, with the company providing OT-specific InfoSec tools, threat intelligence, and integration with third-party OT solutions to reduce risk and effectively secure OT and critical environments. Fortinet has been at the leading edge of OT security investment and will continue to prioritize the protection of OT critical infrastructures, data, and most importantly human lives across key industries, such as pharma, manufacturing, utilities, energy and transportation.

As new technologies and innovations continue to proliferate, we will continue to grow and adapt to local market and customer needs in Poland.

LOOKING AT THE BRIGHT SIDE OF LIFE

AmCham.pl Quarterly
Editor Tom Ćwiok
talks with
Michał Mrożek,
Vice-President of the
Management Board
of ING Bank Śląski,
about market trends
and the perspectives
for growth.



In recent years, ING Bank Śląski has been topping the ranks of the best banks in Poland, compiled by independent experts such as Euromoney. What are the ingredients of such a success?

It is a mix of various initiatives resulting from our ESG strategy. First, it is our sustainable development that we have been executing consistently here in Poland as ING Bank Śląski and globally as ING Group. It is focused on pursuing sustainable development and decarbonization strategies for ourselves and our clients. As an international banking group, we leverage the best solutions across national borders and act as a thought leader. Back in 2017, we decided to move away from financing investment projects that involve carbon. In 2023 we declared that by 2050 we will reach net zero, both in own operations and financed emissions. As a financial institution, we have the ability and the desire to take active steps to transform the economy to a less carbon intensive one, primarily by supporting our customers in their decarbonisation. We started with ourselves, as we intend to reach net zero in own operations much

sooner than in 2050, but we see our role as a bank primarily in promoting and undertaking energy transition initiatives and other projects with customers to reduce energy consumption and switch to renewable energy sources.

The second important aspect is our internal approach to ESG. To be carbon neutral by 2030, we have launched several programs. We purchase green energy and optimize energy consumption at the office. We use hybrid-work solutions to cut power for lighting and heating the office in winter. We have also begun to upgrade our car fleet with electric vehicles. The third area is compliance. We educate our people on how to set ESG targets for themselves as well as in our clients relationships. The majority of our employees' KPIs include an ESG component. There is growing expectation by our clients that we act as their guides through the increasingly complex world of ESG regulations and best practices. We are proud and happy to have been ranked so high by independent experts in this area.

The green transition of the economy has become a hot issue across the EU as some

countries oppose the union's ambitious carbon reduction goals in the EU economy. Aren't you afraid that politics may hurt the bank's CSR agenda?

The environmental transformation is a mega-trend that has gained momentum after the COVID-19 pandemic. It was fueled by grassroots social expectations to have the global economy on a path of a predictable, sustainable development and care for the natural environment. In recent years, this mega-trend has been reinforced by the negative economic impacts of the war in Ukraine, which have called for moving the EU economy away from the dependence on the exports of fossil fuels from Russia. I agree that some EU goals and time frames for decarbonizing the economy are challenging to reach in practice. The transition to renewable energy sources takes time and money. We have to bear in mind that some EU countries, such as Poland, are more coal-dependent than others. There are questions regarding how competitive their economies will be especially vis-à-vis China and other Asian economies. The transformation must take into account all eco-

nomics aspects involved. There is an ongoing public dialogue about those issues. I believe some EU goals are likely to be revised because all EU member states will not have enough renewable energy sources simultaneously. This discourse takes place in Poland too. We know that after coal-powered power plants are decommissioned, nuclear energy will have to be used instead. However, it will take several decades for nuclear to reach the capacity that is necessary for the Polish economy. It is important that now Poland is actively engaged in this discourse at the EU level. The Polish economy is important for the EU and the Polish voice in this dispute is important in the EU. In the end, there is no going back from the green transition. Moving away from carbon-based fuels is both a strategic objective for the European economy and in sync with the increasing social expectations across the EU.

How commercial banks may fit into the financing of the Polish energy transformation?

It is estimated that by the end of 2030, the transformation of the energy sector in Poland will require EUR 120 billion in investment,

which is roughly EUR 20 billion a year. Supporting this energy transition is part of our strategy. It involves financing both the transition of the energy sector as well as the projects of our corporate clients who plan to build their renewable energy sources or seek long-term contracts for renewable energy. The public sector is an important source of such financing. The European Commission has okayed the Polish National Reconstruction Plan, the so-called KPO, which has nearly EUR 60 billion to be invested in modernizing the Polish economy, by August 2026. Some 45 percent of the amount is earmarked for energy transformation. At the same time, commercial banks require the knowledge of the real costs of investment schemes they plan to co-finance. They need to project the sources of revenue those investments will generate. This is essential knowledge for investors. All long-term projects, such as nuclear energy and on-shore and offshore wind farms, require it. Lawmakers and market regulators in Poland need to create a clear regulatory framework governing such investments. Lawmakers need to produce legal frameworks so their financial viability can be assessed by banks that consider providing the financing. Talking about the involvement of the private sector in financing energy transition, I have to say that there are some positive developments in the market. The first offshore windfarm in Poland—a project undertaken jointly by PKN Orlen and Northland Power from Canada—got financing from an international consortium of financial institutions, including ING Bank Śląski—but also international banks including American banks. The project requires EUR 3.6 billion in 23 years and the consortium can provide it. It also means that private banks, including foreign banks, eye the Polish energy transition with interest. They open up new avenues of development for the financial market.

Is the financial sector much different in Poland than in the US?

While banking regulations in Poland are aligned with EU standards, the main difference between Poland and the US is that in Poland companies obtain external financing

mainly through bank loans. However, in the EU and especially in the US, capital markets play a more significant role in providing a wide range of equity and debt financing instruments. Such alternative financing methods have not yet developed in Poland, partially because there are no proper regulatory frameworks supporting such financing methods. With the expected growing number of investment projects in Poland in the coming years, there will be demand for such alternative financing. Banks, including ING Bank Śląski, will guide their clients in obtaining optimal financial service. It is just the beginning of a market change and we are going in the right direction.

Another difference is that European banks are more conservative than banks in the US. That said, they look at the best practices of their American counterparts and adopt them. It is true, particularly in long-term finance and supply chain finance. For decades, American companies have been doing business globally and their banks had to develop adequate financing instruments for such operations. Another major difference is that American banks are more prone to use technology in client service than European banks. It is in such areas as robotics and process automation, migration of processes to the cloud, and the application of AI in risk management. Historically, for example, Citicorp pioneered many revolutionary changes for that time under chairman and CEO John Reed who introduced the "beyond banking" approach, with which the bank was not only providing finance to its clients but also offered know-how and market knowledge.

Is Poland a good country for investors in the financial sector?

The financial sector in Poland is highly regulated but open to foreign investors. The best example is the deal made recently by the American investment fund Cerberus Capital Management and VeloBank. It was a major investment in a Polish bank which had been transformed from the troubled Getting Bank. The investment was possible thanks to a joint effort from Cerberus, the Polish Bank Guarantee Fund, and the Polish market regulator. It was a significant development for the market because

Cerberus is not a bank but a private equity fund specializing in credit and real estate financing platforms.

The transaction delivered a new growth momentum for the Polish banking sector, and hopefully, it will mark a new trend in the financial market in Poland. Today, the regulatory landscape is much clearer than before. This is well serving the growth of the Polish economy and the increasing financial needs of the corporate sector coupled with the growing lending needs of consumers whose purchasing power is on the rise and offers good grounds for creating an interesting business model in Poland, and a model which may potentially be scalable to other countries in Central and Eastern Europe. We expect that some new foreign investors will appear in Poland soon, and we also expect that some banks that had been present in Poland before will explore possibilities to return.

According to the ING Bank Śląski clients, is Poland a good country for foreign investors?

It seems so. The key factor has definitely been Poland's entry into the EU in 2004. It gave a new growth momentum for FDI inflows to Poland, which have been growing year-on-year ever since. Despite potential geopolitical threats, there are good perspectives for foreign investors in Poland. Another aspect is that the US Inflation Reduction Act stimulated American companies to apply nearshoring and freindlyshoring. Because of that, many of them see Poland as a location for their new FDI projects. The best example is the recent investment by Intel, which will build a semiconductor production plant near Wrocław. This project sends a strong signal that major international corporations perceive Poland as a safe market where they can establish a strong technological presence which is pivotal in global supply chains. Yet, there is another important aspect regarding foreign investment. The Polish financial market has a low penetration of foreign institutional investors. At present, only approximately 15 percent of Polish government bonds are bought by foreign institutional investors, while over 50 percent by Polish banks. Polish investment funds buy the remaining part. It is paramount for the country's economy that foreign investors

—including from the US—return to the Polish financial market to deliver growth stimulus to the real economy. A recent government bond issuance attracted strong foreign investors, which is a good market trend and we are happy to see it.

I gather from what you have said that your short-term business outlook must be positive...

The ING Group is present in Poland and the CEE region including all CEE countries that are EU members. In the corporate sector, there is a convergence between all those markets which will start to play a major role in international supply chains and energy transformation and sustainable economic growth of the region. There will be investments in infrastructure including railways, and technological transformation including fiberoptic networks, so we are well-placed to deliver on a strategy supporting a sustainable and successful banking model expected by our investors. When it comes to small and medium-sized enterprises, they have emerged from the pandemic and the energy price crisis caused by the war in Ukraine, and have a strong growth potential. In retail banking, there is a growing demand for home loans, which is an important part of our banking strategy. The purchasing power of Polish consumers is on the rise, and they are also interested in saving. According to our economists, there is a fast-paced convergence between the Polish economy and the economies of other EU member states. When Poland entered the EU in 2004, the country's GDP per capita equaled 50 percent of the EU average. Now it stands at 80 percent. This gives us opportunities for creating new business models in the retail sector. So, the outlook is indeed positive. Whether you look at the large corporate sector, the small and medium-sized companies sector or retail, the outlook is encouraging. What is more, the business strategy of the ING Group is leveraging its sector expertise, international network and focus on environmental transformation in sync with the main growth trends of the Polish economy, which means that our bank can truly make a difference on this market.



PEOPLE AT WORK

MARCIN SANETRA, PARTNER AT PCS LITTLER, GIVES AN OVERVIEW OF PRO-LABOR REFORMS IN POLAND AND OTHER CEE COUNTRIES.

Following the 2023 parliamentary elections, one of the most significant and publicly visible government policy shifts has been signaled by the Ministry of Labor and Social Policy. The ministry, headed by Agnieszka Dziemianowicz-Bąk from the New Left party, is debating pro-labor reforms that may deliver shockwaves to the market. One calls for shortening the workweek to 4 days and cutting the standard shift time. Some of these ideas are in line with the EU's views on labor and employment, and set the tone for increasing the protection of workers recently expressed in such EU legislative measures as the Work-Life Balance Directive, the Whistleblower Directive, the Platform Directive, to name a few.

Poland and other EU member states in Central and Eastern Europe have been building their position in the global supply chains by providing skilled workers at a relatively attractive price—a very successful strategy back then but one that is increasingly difficult to continue now.

With new changes on the horizon, some employers are concerned. Others rush to adapt to the new reality quickly to gain a competitive advantage over other companies by hiring key talent in a market with historically low levels of unemployment.

LABOR INSPECTORS' POWERS

Looking at what may change in the labor market soon, it is worth noting that workers hired on contract-based work—on civil or B2B contracts—may be much more easily reclassified as employees. If this idea becomes law, labor inspectors will order contract reclassification by administrative decisions.

While the idea is only being dis-

cussed at this stage, it is important and symptomatic of a broader enforcement trend. Yet another proposal calls for expanding the Labor Inspectorate's authority. A draft law is about to be finalized for remote inspections of employers, including an option to conduct inspections via a videoconference, an online call, or a phone call. The same law will empower labor authorities to request all the necessary documents to be delivered online. Parliamentary committees have also resumed work on amending the rules of engagement with trade unions. Two proposed amendments aim to grant trade unions the right to access information from employers on the parameters used by algorithms and AI systems that they operate in employment decisions. Another draft regulation advocates a wider application of comprehensive collective agreements between employers and social partners.

THE RIGHT EQUIPMENT

May 2024 marked the deadline for adapting workplaces to the new statutory requirements regarding the equipment offered to employees using computers in daily work. All employers must now provide an additional monitor or a stand, as well as a keyboard and mouse, for those working on laptops. This, coupled with the ongoing impact of the work-life balance directive and its focus on increased flexibility, including the ability of certain broad categories of workers to request remote work, continues to pose a challenge for employers as they are still trying to achieve their post-pandemic, return-to-office goals.

Following the recently adopted Whistleblower Directive, employers must implement new internal

policies and reporting channels to offer increased protection and support to individuals informing about law violations. At the same time, several other crucial directives impacting the workplace are already in the making, including the Pay Equality Directive, which will affect employers in Poland come 2026.

TRENDS IN THE REGION

Similar reforms are in the making in other countries of Central and Eastern Europe. In Czechia, the government significantly enhanced the rights of labor inspectors to issue administrative decisions against employers engaging in illegal employment. Additionally, workers hired on a contractual basis have been granted new, much broader privileges—similar to those enjoyed only by regular contract employees. In turn, the new law in Slovakia allows employees to claim unpaid wages from the employer's business partners. While the latter have the right to refuse payment, they must demonstrate that they have performed due diligence in selecting the contractor resulting in no knowledge that the contractor would not pay its employees.

Similar reforms have been introduced in Hungary, Bulgaria and Romania. In a revolutionary piece of legislation, Bulgaria gave employers the so-called right to disconnect whereby, after work hours, they are under no obligation to answer calls from the workplace or respond to emails or other electronic communication.

Hungary resolved to toughen sanctions for the illegal employment of foreigners, which is in sync with an earlier regula-

tion increasing penalties for employers who violate occupational safety regulations. Romania has focused on the protection of single parents. Employers now cannot force single parents to work at night. With no nightshifts allowed for single parents, companies in Romania have yet to figure out whether their demand for night work can be covered by the current worker headcount. Up North, the Baltic countries have taken a similar approach. Penalties for illegal employment in Lithuania have significantly increased, up to a maximum of EUR 11,088 per illegally employed person, and doubled for repeated offenses. Employment inspections are set to intensify. Information on employers violating the law will be disclosed on the official website of the National Labor Inspectorate.

In Estonia, in turn, new regulations allow employees who have been on sick leave for more than two months to return to work part-time or to perform lighter duties and receive their pre-sick pay. The new law places obligations on the employer, who must adapt the workplace, if necessary, for employees who are returning to work.

SUMMARY

These reforms reflect a blend of economic strategies and social priorities, and they are triggered by both domestic needs and the influence of EU labor policies and frameworks. Each country has its unique approach based on its historical context, labor market dynamics, and socio-economic conditions, but as such, it seems that the pro-labor trend is strong and irreversible.



IN THE WAY OF THE FUTURE

ANDREW HARDING, FCMA, CGMA, CHIEF EXECUTIVE-MANAGEMENT ACCOUNTING AT AICPA & CIMA, WRITES ABOUT HOW SUSTAINABILITY AND TECHNOLOGY ARE SHAPING THE FUTURE OF THE ACCOUNTING AND FINANCE PROFESSION.

A significant part of the work we do at AICPA & CIMA is about looking at trends within the profession and using them to discern what the future of accounting and finance looks like, so as to best prepare our management accountants and finance professionals to thrive within it.

This is the rationale behind our *Future of Finance 2.0* project conducted by the research team at AICPA & CIMA, of which we have recently released the latest iteration. This paper highlights and explores what I think is the most significant long-term trend currently reshaping the accounting and finance profession, and it essentially relates to mindset.

In the future, our work will incorporate a wider range of responsibilities, including but not limited to being the stewards of sustainability data and strategy, working with colleagues in all parts of the of organizations we serve to drive efficiency, productivity and sustainable value creation, and using our analytical skills to make sense of data.

SUSTAINABILITY

Sustainability is one of the key drivers of change within the profession, but it is critical to understand that this is not just a response to regulatory changes that require us to present the data. These are important, especially with July 6, 2024 marking the deadline for European Union member states to implement the Corporate Sustainability Reporting Directive (CSRD) into national legislation. Consequently, AICPA & CIMA and PwC joined forces to offer an e-learning course titled *Introduction to the European Sustainability Reporting Standards* to help accounting and finance professionals embrace the EU sus-

tainability reporting standards. However, it is crucial to look even beyond that, and to apply the value creation mindset I have mentioned, because this is where the opportunities are.

Forward-thinking organizations are not approaching this in terms of "we have to report". They are looking at how their business models can adapt to produce truly sustainable growth because that is where competitive advantage will be found.

One of the key skills for finance professionals managing the transition to sustainable business practice is systems thinking. This is about looking at how different functions, inputs and outputs interconnect, and understanding the impact of these connections. It means developing a multi-capital conceptualization of value and performing analysis with a full understanding of how organizations interact with the world they operate in and ultimately depend on.

TECHNOLOGY

With the development of AI in the past couple of years, the perennial chat about accountants and finance professionals being automated out of their jobs has occasionally resurfaced. People have been saying this since the invention of the spreadsheet and they have always been wrong because they do not understand what accounting and finance professionals do.

The accounting and finance professionals I meet do not spend time inputting data. They analyze it and explain it. It is the routine aspects of accounting and finance that are being automated, giving accountants and finance professionals more time to use the powerful new digital analytic tools that are becoming available to increase the value of their con-

tributions.

The result is that modern finance teams are focused on generating actionable insights to guide their organizations at a strategic level. With an increased focus on these value-adding activities, accounting and finance professionals need to focus on sharpening their analytical and communication skills to make sense of data, identify trends and insights based on critical and strategic thinking, and explain them to their colleagues as business partners.

BUSINESS PARTNERING

Another big change our *Future of Finance 2.0* research picked up was the increasing move towards the business partnering model. Something which struck us as very significant was the difference in attitudes toward the future we found among the professionals we surveyed. 60 percent of them said they identify as finance business partners, and 84 percent of those are extremely optimistic about the future of the profession. Of the 40 percent who say they don't identify as finance business partners, only 15 percent said they are optimistic about the profession's future. It is a pretty good indication of how the accounting and finance profession is evolving.

And while it may have been possible to run an insular finance team in the past, that is not the reality of the modern workplace. Today, competitive advantage is found in leveraging our skills, knowledge and insights to collaborate with different stakeholders, including business units, IT, data governance, and legal. This is the most effective way of powering

high performance in the data-driven organizations of the future.

To make the most of this business partnering trend, accounting and finance professionals will need the ability to use data and analytics combined with business acumen, so they can improve strategic decision-making and drive business performance within their organizations. Good business partnering is also about how well accounting and finance professionals can help non-finance professionals add value. To do that they should be able to identify problems, find innovative solutions, and handle data effectively. Effective communication is essential to explain complex concepts and findings in a clear and concise manner, so communication skills like data visualization come at a premium.

MULTI-CAPITAL PERSPECTIVE

Overall, the challenge for the profession that our *Future of Finance 2.0 – Redefining Finance in a Sustainable World* white paper identified is the need to adapt to the requirements of sustainable business practice while exploiting the possibilities of new technology. To succeed we will have to adopt a multi-capital perspective of value while learning to work across organizational boundaries. If we can achieve this, we can look forward to a bright future. Demand for data-driven decision-making and sustainable business models is only going to grow, so we can be confident that the need for strategic value-creating finance teams will make them a valuable partner in every organization in the years to come.



TRANSFORMING TRANSPARENCY

JUSTYNA WYSOCKA-GOLEC, PARTNER ASSOCIATE, LEADER OF ESG, CLIMATE AND NATURE TEAM, KPMG IN POLAND; AND **KAMIL GUZIŃSKI**, SENIOR CONSULTANT, ESG, CLIMATE AND NATURE TEAM, KPMG IN POLAND; WRITE ABOUT THE NEW ESG FINANCIAL REPORTING STANDARDS.

Understanding environmental, social, and governance (ESG) issues within a company's business model can be challenging, and incorporating business partners into this analysis makes the task even more daunting. Yet, in light of the EU sustainability reporting regulations, companies should do that. The introduction of the European Financial Reporting Standards (ESRS) has brought about a requirement to perform analysis of the so-called double materiality. Companies covered by the Corporate Sustainability Reporting Directive (CSRD) must identify significant negative and positive impacts of their business operations on the environment, including ESG risks and opportunities resulting from the environment's impact on the enterprise. That involves the analysis of the entire value chain, including the company's contractors and customers.

CHALLENGES

The ESRS standards specify diverse ESG areas that companies must identify as having significant impacts upon, including risks and opportunities, through double materiality analysis. Different industries may have their unique impacts and risks. For example, the environmental footprint of a manufacturing company significantly differs from that of a service provider. Sectoral standards can support the entity in analyzing significant impacts, risks, and opportunities in the value chain. The European Financial Reporting Advisory Group (EFRAG) is developing a set of sector-specific ESRS standards to indicate significant topics within industries to be reported by companies operating within those sectors.

Navigating these requirements and ensuring compliance with ESRS standards requires a deep understanding of the industry and its key ESG issues. Preparing an initial outline of the enterprise's value chain is essential for the correct identification of significant topics subject to double materiality analysis. Such identification and prioritization of impacts, risks, and opportunities can be a complex and time-consuming process.

COMPLEXITY

When analyzing the value chain, it is critical to note that impacts, risks, and opportunities may encompass the enterprise's operations and its higher and lower-tier value chains—the so-called upstream and downstream—including customers and suppliers. The number of suppliers and other stakeholders from whom the enterprise buys products and services, along with the levels of the value chain where significant interactions may occur, complicate the determination of essential sustainability topics.

Initial classification of suppliers and subsequent collection of comprehensive and accurate data about stakeholders at various levels of the value chain facilitate this process. Unfortunately, data fragmentation in different corporate accounting systems hinders obtaining a holistic view of contractors and purchased products. Integrating various data sources into a coherent framework compliant with ESRS standards can be challenging for enterprises, as it requires robust data management systems capable of handling different data sources, formats, and quality levels.

ENGAGEMENT AND COMMUNICATION

Effective engagement and com-

munication with multiple stakeholders in the value chain is another challenging step, requiring strategic approaches and the ability to balance conflicting interests. Communication strategies should rely on a dialogue tailored to specific types and stakeholder groups to ensure the highest effectiveness in reaching information while considering the enterprises' available human and time resources.

Most companies currently base their activities on codes of conduct for suppliers, which, although practical for identifying and managing suppliers, are often insufficient for fully identifying impacts, risks, and opportunities in the supply chain because of the lack of information about the actual actions of suppliers and the dynamic nature of ESG risks, which can change due to shifts in contractors' business profiles and new regulations.

NEXT STEPS

Assessing the impacts, risks, and opportunities does not end with stakeholder engagement and communication. ESG risk and opportunity analysis requires an approach that considers detailed information about locations, facilities, and other specific details related to suppliers and customers at various levels of the value chain, as indicated in the OECD Guidelines for Responsible Business Conduct.

Data obtained from contractors can be effectively used in scenario analysis, in which the enterprise assesses the impact of risks and opportunities in different time horizons and social and climate change configurations. It is particularly signifi-

cant when assessing risks that can affect the prices of acquired goods and services related to climate change—the physical, such as sudden weather changes that can significantly impact delivery timeline and transitional risks related to regulatory and market dynamics. Scenario analyses help capture the evolving nature of impacts, risks, and opportunities, enable more effective monitoring of these changes and allow organizations to adapt their strategies to current and anticipated realities.

CONCLUSIONS

At present, the majority of companies subject to the CSRD directive and ESRS standards are just beginning to identify and analyze impacts, risks, and opportunities within their value chains through the double materiality assessment. The regulator has provided exemptions in the first three years of sustainability reporting, during which companies subject to the CSRD directive do not have to disclose all information about their value chains if such information is not readily available. However, this exemption does not cover the information scope outlined in Annexes B and C of the ESRS 2 Standard. Thus, the transition period should be used by enterprises to best prepare for gathering and reporting information about impacts, risks, and opportunities related to their value chains after the transition period. Arguably, this will be one of the most enduring challenges enterprises have faced in sustainability reporting in recent times.



THE DIGITAL INTERVIEW

AGNIESZKA ZWIERZYŃSKA, ADVOCATE AND SENIOR MANAGING ASSOCIATE AT ŁASZCZUK & PARTNERS, WRITES ABOUT LEGAL RISKS AND CHALLENGES IN USING AI IN RECRUITMENT.

Using AI-based systems, companies can optimize and automate the recruitment processes. However, along with bringing benefits, AI poses legal challenges that result from the newly adopted *EU Regulation 2024/1689* (AI Act), *EU Regulation 2016/679* (GDPR), and national regulations.

Recruitment agencies use AI, among others, for searching candidate databases, performing initial CV selection and probing the CVs of job candidates to find skills or experience that are interesting to the employer, assessing competency tests taken by job candidates, conducting recruitment interviews (chatbots) and helping prepare for the interview, by, for instance, summarizing information and refining the list of questions. AI systems also help survey data from various sources, such as social media profiles or the entire history of Internet activity related to the candidate, and minimize prejudices related to specific sensitive groups such as gender, age, race, and disabilities.

REGULATIONS

Recruitment agencies using AI systems should already have solutions in place that are compliant with the General Data Protection Regulation (GDPR). With the AI Act, both regulations will most often have to be applied jointly as AI-based systems are used in recruitment.

Annex III to the AI Act lists AI systems used in the hiring and management of employees, including AI systems that "are intended to be used for the recruitment or selection of natural persons, in particular, to place targeted job advertisements, to analyze and filter job applications, and to evaluate candidates", among high-risk AI systems.

At the same time, if any form of

automated personal data processing that results in a decision concerning an individual is used in recruitment, for example, to evaluate whether he/she is fit for the position, it is "an automated processing/profiling" within the meaning of the GDPR (Article 4(4) and Art. 22 of the GDPR). Thus, AI suppliers and users will often have to jointly meet the legality conditions specified for high-risk AI systems and profiling under the GDPR. In addition, the provisions of the Polish Labour Code should also be taken into account, regarding the scope of data that can be processed in recruitment, in conjunction with the legal basis for this processing and information obligations towards candidates.

OBLIGATIONS

The AI Act imposes restrictions on the use of high-risk systems. The users are obliged to inform individuals that the decisions concerning them are being made with the use or assistance of a high-risk AI system. They also have to assign human oversight over high-risk AI systems to individuals with the necessary competence, training, and authority, as well as the necessary support. In addition, the users must inform the system supplier and the market surveillance authority if the system they resort to may pose a risk and suspend the use of the system in such a case. Keeping the logs automatically generated by that high-risk AI system, to the extent that such logs are under their control for at least 6 months, is another obligation.

The users also must ensure that input data is relevant and sufficiently representative given the intended purpose of the high-risk AI system and to the extent the employer of the AI system exer-

cises control over the input data. The questions that immediately arise include whether every AI system used for recruitment is a "high-risk" system within the meaning of the AI Act. Do employers have to inform the candidates when they only use AI tools to search information from their databases more efficiently? And when should such information be provided?

The answer requires a detailed legal analysis of the specific AI system that employers use. The obligations for high-risk systems will enter into force on Aug 2, 2026. During the current adjustment period, employers should gauge the risks that stem from the AI systems they use.

GDPR AND PROFILING

Recruitment procedures involve the processing of personal data and must be GDPR-compliant. Obligations in this respect include, among others, having a legal basis for personal data processing—ensuring compliance with Art. 6 and 9 of the GDPR. In the case of job candidates in Poland, these are primarily labor law provisions, specifically Art. 22¹ of the Labour Code. Also, consent may be required from job candidates for processing their data. They must be informed about the processing of their data. Articles 13 or 14 of the GDPR, put an obligation to provide a privacy policy or a similar GDPR information clause to a candidate.

AI systems are most often used for profiling, which produces legal effects for candidates. This brings into play additional GDPR-based obligations and requirements for the users of such systems.

According to Art. 4(4) of the GDPR, "profiling" means "any form of automated processing of

personal data that involves the use of personal data to assess certain personal factors of a natural person, particularly to analyze or forecast aspects concerning the performance of candidates' work, their economic situation, health, personal preferences, interests, credibility, behavior, location or movements".

Anyone can object to having information machine-profiled by automated decisions if the result of the process has legal effects on them or significantly affects their lives. It is assumed that decisions taken in an electronic recruitment process to offer a job opportunity to an individual, are decisions that "significantly affect" an individual (motif 77 of the GDPR).

Thus, the candidates can object to using high-risk AI systems in their recruitment process. However, the right not to be subject to decisions based solely on automated decision-making is subject to limitations. The GDPR allows for making decisions based on full automation, including profiling, when a decision based on automated decision-making is necessary for entering into, or the performance of, a contract between the data owner and the data controller.

AI is also allowed when the use of it is authorized by EU or Member State law to which the controller is subject and which also lays down suitable measures to safeguard the data subject's rights and freedoms and legitimate interests.

AI may be used if the owner of personal data expresses explicit consent to it.

Employers who use AI systems for profiling and automated decision-making will have to decide if the conditions set out in the GDPR are met. The safest way is to obtain consent from the data owner to the use of AI. If the em-

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ployer can not get it, other options should be considered, such as, that the use of the AI system is necessary to conclude a contract with the candidate. Moreover, an employer who uses AI for profiling and automated decision-making in recruitment should implement suitable measures to safeguard the rights and freedoms of the data owner and ensure his/her legitimate interests. This includes at least giving the candidates the right to "human intervention" by expressing their point of view and contesting the decision. Yet, this

obligation does not apply to situations where automated decision-making is based on EU or local law. Additionally, if profiled by AI, the candidates should be informed about it. The employer must include relevant information in the privacy policy for job candidates. It must contain information about automated decision-making, including profiling, and meaningful information about the logic involved, as well as the significance and potential consequences of such processing for job candidates. In addition, the

so-called Data Protection Impact Assessment (DPIA) of the effects of AI on data protection is necessary, in most cases.

WHAT TO EXPECT

The Polish legislator may introduce specific national solutions to the use of AI. The AI Act allows EU member states to introduce laws that are more favorable to employees in terms of protecting their rights through the use of AI systems by employers. It is not clear whether this will also apply to job candidates. It is not excluded that Polish regulators will

issue more detailed guidelines. Certainly, the application of AI tools will require appropriate procedures, including those that specify the rules for the verification of AI-made decisions, as well as clear rules for the use of such tools and training for staff and management. Documents within the scope of the GDPR should also be subject to revision, including privacy policies for candidates, a register of processing activities, and, in most cases, DPIA.

AMCHAM EVENTS

IN APRIL, AMCHAM KRAKÓW AND KATOWICE TOGETHER WITH THE AMCHAM SUSTAINABILITY COMMITTEE HELD A MEETING DEVOTED TO ENVIRONMENTAL, SOCIAL, AND GOVERNANCE ACROSS US COMPANIES IN POLAND. THE SPEAKERS WERE SARAH VERCAMMEN, GE HEALTHCARE; ZOFIA PIWOWAREK, SANTANDER; MICHAŁ CZERNEK, DIGITALCARE; AGNIESZKA DABROWSKA, LUFTHANSA GROUP; MARIUSZ WAWER, 3M; AND ANNA PAPKA, SHELL. THE PRESENTATIONS WERE FOLLOWED BY A PANEL DISCUSSION OF ESG EXPERTS INCLUDING ALEKSANDRA MAJDA AND

ANNA KORNECKA FROM ESG IMPACT NETWORK; ZOFIA PIWOWAREK, 3M EXPERT, AND MARIUSZ WAWER, DIRECTOR OF GOVERNMENTAL AFFAIRS & ESG AT 3M AND CHAIR OF AMCHAM SUSTAINABILITY COMMITTEE. THE MEETING WAS LED BY MATEUSZ JURCZYK, AMCHAM KRAKÓW AND KATOWICE DIRECTOR. THE VENUE WAS THE GE HEALTHCARE OFFICE KRAKÓW OFFICE. IN PICTURES: 1. SARAH VERCAMMEN. 2. MARIUSZ WAWER, ZOFIA PIWOWAREK, ANNA KORNECKA, ALEKSANDRA MAJDA. 3. MATEUSZ JURCZYK.



Photo courtesy of S. Rybok, Katowice City Hall.

IN APRIL, AMCHAM KRAKÓW AND KATOWICE HELD A MEETING DEVOTED TO CAREER PLANNING FOR YOUNG PEOPLE VIS-A-VIS THE COMPETENCIES AND TALENT THAT WILL BE IN DEMAND IN THE NEXT FIVE TO TEN YEARS. THE PANELISTS WERE ROBERT BEDNARZ, ROCKWELL AUTOMATION; STANISŁAW (STAN) CIEŚLA, KYNDRYL; KATARZYNA PARDAŁA, HONEYWELL; MARTA SZMULIK, ALIGHT SOLUTIONS; KATARZYNA WOJITAS, TMF GROUP. THE MODERATOR WAS MATEUSZ JURCZYK, AMCHAM KRAKÓW AND KATOWICE DIRECTOR. THE EVENT WAS ORGANIZED JOINTLY BY AMCHAM KRAKÓW, THE CITY OF KATOWICE, AND THE SILESIA UNIVERSITY'S PROGRAM KATOWICE EUROPEJSKIE MIASTO NAUKI. THE VENUE WAS SPIN PLACE—KLUB RAWA IN KATOWICE. IN PICTURE: KATARZYNA SCHMIDT, UNIVERSITY OF SILESIA IN KATOWICE STANISŁAW CIEŚLA; KATARZYNA PARDAŁA; ROBERT BEDNARZ; KATARZYNA WOJITAS; MARTA SZMULIK; MATEUSZ JURCZYK.

IN APRIL, AMCHAM KRAKÓW AND KATOWICE HELD A MEETING TO SHOWCASE THE FIRST AMERICAN INVESTMENT IN A POLISH SPORTS SOCCER CLUB—GKS TYCHY. APART FROM THE CASE

STUDY PRESENTATION, THE MEETING INCLUDED A GKS TYCHY STADIUM TOUR AND WATCHING A LIVE MATCH. IN PICTURE: MEETING PARTICIPANTS TOURING THE GKS TYCHY STADIUM.





"EDUCATIONAL EXCELLENCE: BUILDING AN AMCHAM COALITION TO SUPPORT EDUCATION TOGETHER" WAS THE THEME OF A MEETING HELD IN APRIL BY AMCHAM AT ITS WARSAW OFFICE. THE DISCUSSION WAS MODERATED BY DR. BARBARA STEPNOWSKA, AMCHAM NABRDALEK, TEACH FOR POLAND; MICHAŁ BOJKO, DYNATRACE; MAŁGORZATA SZCZEPANIK, APPLE; MARZENA DRELA, MARTA PAWLAK, AMCHAM; JAROSŁAW SUTARZEWICZ, HILL & KNOW. 2. THE MEETING IN PROGRESS.

PICTURES: 1. JAKUB KULAKOWSKI, THE INTERNATIONAL SCHOOL OF WARSAW; DR. BARBARA STEPNOWSKA; BLANKA FIJOLEK, AMAZON; PIOTR SKIEROWSKI, MANPOWERGROUP; KATARZYNA NABRDALEK, TEACH FOR POLAND; MICHAŁ BOJKO, DYNATRACE; MAŁGORZATA SZCZEPANIK, APPLE; MARZENA DRELA, MARTA PAWLAK, AMCHAM; JAROSŁAW SUTARZEWICZ, HILL & KNOW. 2. THE MEETING IN PROGRESS.

IN MAY, AMCHAM MET WITH MARISA LAGO, UNDER SECRETARY OF COMMERCE FOR INTERNATIONAL TRADE TO DISCUSS THE ROLE OF US INVESTMENTS IN POLAND AND OTHER ISSUES PAK-TAKING TO DEFENSE, CLIMATE CRISIS, NUCLEAR ENERGY, DIGITAL ECONOMY, THE EMPOWER HER INITIATIVE, AND SUPPORT FOR UKRAINE. UNDERSECRETARY LAGO CAME TO THE MEETING ASSISTED BY LJ DUSTHIMER, CAMILO A. MANJARRES, OMAR OWEISS, RYAN LEE, US DEPARTMENT OF COMMERCE; TOGETHER WITH JIM LINDLEY AND ETHAN TALBOTT AND BROOK SCOOT FROM THE

COMMERCIAL SERVICE OF THE US EMBASSY IN WARSAW. IN PICTURE: IN PICTURE: MATEUSZ JURCZYK, AMCHAM POLAND; IGA NIEWIADOMSKA, DENTONS; JOLANTA JAWORSKA, IBM; UNDER SECRETARY MARISA LAGO; DOROTA DABROWSKI-WINTERSCHIED, CEC GROUP; MAŁGORZATA GRZEŁAK, SQUIRE PATTON BOGGS; MACIEJ KRÓPIŃSKI, CITI HANDLOWY; JIM LINDLEY; DOMINIK CHEDA, THE BOEING COMPANY; AGNIESZKA KUBERA, ACCENTURE POLSKA.



IN MAY, AMCHAM, TOGETHER WITH ABSL POLAND, THE BRITISH POLISH CHAMBER OF COMMERCE, AND THE NETHERLANDS-POLISH CHAMBER OF COMMERCE, HELD THE ANNUAL INTER-CHAMBER GOLF TOURNAMENT. THE VENUE WAS THE 18-HOLE GOLF COURSE OF THE WROCLAW GOLF CLUB

IN KRYNICZNO. IN PICTURES: ŁUKASZ KOPROWSKI, WROCLAW GOLF CLUB; MONIKA CIESIELSKA-MRÓZ, AMCHAM WROCLAW DIRECTOR (TSL POLAND); ILONA CHODOROWSKA, BPCC; MACIEJ BORKOWSKI, ABSL; ŁUKASZ CHODKOWSKI, NPCC. 2. THE TOURNAMENT IN FULL SWING.



IN MAY, AMCHAM KRAKÓW AND KATOWICE, IN COOPERATION WITH THE AMCHAM ENERGY COMMITTEE, HELD A MEETING DEVOTED TO INEXPENSIVE GREEN ENERGY. THE SPEAKERS WHO REPRESENTED THE CMS ENERGY AND INFRASTRUCTURE DEPARTMENT WERE ANGELIKA SZUFEL, COUNSEL; PIOTR PRAWDA, COUNSEL; KACPER STANOSZ, ASSOCIATE, AND ADAM KĘDZIARA, ASSOCIATE. THE PRESENTATION WAS FOLLOWED BY A PANEL DISCUSSION MODERATED BY PIOTR CIOLKOWSKI, PARTNER, CMS POLAND, AND INVOLVING JERZY KOZICZ, CEO CMC POLAND AND Co-CHAIR OF AMCHAM INDUSTRY & ENERGY COMMITTEE; MAGDALENA HILGNER, HEAD OF ENERGY DEPARTMENT AT PLAY; AND ARKADIUSZ ZIELEŃNY, CEO, ORLEN ENERGIA. PIOTR CIOLKOWSKI FROM CMS MODERATED THE DISCUSSION. THE VENUE WAS THE CMS WARSAW OFFICE. IN PICTURE: JERZY KOZICZ; MAGDALENA HILGNER; ARKADIUSZ ZELEŃNY, PIOTR CIOLKOWSKI.

AMCHAM EVENTS

IN MAY, IN COLLABORATION WITH THE CITY OF RZESZÓW, AMCHAM KRAKÓW AND KATOWICE HELD A ROUND TABLE DEBATE INVOLVING AMERICAN INVESTORS AND REPRESENTATIVES OF RZESZÓW EDUCATIONAL INSTITUTIONS, DEDICATED TO BUILDING COLLABORATION BETWEEN THE TWO SECTORS TO ENABLE FUTURE HIGH SCHOOL AND UNIVERSITY GRADUATES OBTAIN THEIR PROFESSIONAL COMPETENCIES IN SYNC WITH MARKET DEMANDS. AMONG THE PARTICIPANTS WERE KONRAD FIOŁEK, RZESZÓW MAYOR; MARZENA DRELA, AMCHAM EXECUTIVE DIRECTOR; BARBARA STEPNOWSKA, AMCHAM GDAŃSK DIRECTOR AND MATEUSZ JURCZYK, AMCHAM KRAKÓW AND KATOWICE DIRECTOR. IN THE DISCUSSION, THE PRIVATE SECTOR WAS REPRESENTED BY KAROLINA TUCHARZ, PRATT&WHITNEY; KATARZYNA CZAJCZYK, BOEING; PATRYCJA KIELAR, SHERWIN-WILLIAMS; RENATA PONA AND MAREK RYCZKO, BORGWARNER; EWA SZYSZKA, CWT; LUKASZ SOPATA, TW METALS; AND KRZYSZTOF CHUDZICKI, AMERIPOL STAFFING. THE REPRESENTATIVES OF THE PUBLIC SECTOR WERE PIOTR NAZARKO, ANDRZEJ MAJKA, AND DARIUSZ WYRWA, RZESZÓW UNIVERSITY OF TECHNOLOGY; MACIEJ ULITA, PHD, RZESZÓW UNIVERSITY;

BARBARA PRZYWARA, PHD, AND GRAŻYNA BOCHENEK, UNIVERSITY OF INFORMATION TECHNOLOGY AND MANAGEMENT IN RZESZÓW; MIROSLAW KUREK AND PRZEMYSŁAW NIEMCZUK, WSPiA RZESZÓW UNIVERSITY; SŁAWOMIR ŚWIETLIK, RZESZÓW SCHOOL OF MECHANICS; EDYTA NIEMIEC, RZESZÓW SCHOOL OF TECHNOLOGY; IWONA PRUCHNICKA, RZESZÓW CITY LABOR OFFICE; KAMIL CZYŻ AND PRZEMYSŁAW STOLARZ, DEPARTMENT OF CITY BRAND, ECONOMIC CO-OPERATION AND TOURISM, CITY OF RZESZÓW; ZBIGNIEW BURY AND KRYSZTYAN PRZEŁOŻNY, RZESZÓW CITY EDUCATION DEPARTMENT. IN PICTURES: 1. MAYOR KONRAD FIOŁEK; MARZENA DRELA. 2. PRZEMYSŁAW STOLARZ, KAMIL CZYŻ, RZESZÓW CITYHALL. 3. BARBARA STEPNOWSKA; MATEUSZ JURCZYK. 4. THE FAMILY PHOTO OF SOME OF THE MEETING PARTICIPANTS. 5. THE MEETING IN PROGRESS. 6. BARBARA PRZYWARA, PHD, RZESZÓW UNIVERSITY OF INFORMATION TECHNOLOGY AND MANAGEMENT. 7. KATARZYNA CZAJCZYK, BOEING. 8. EWA SZYSZKA, CWT. 9. DARIUSZ WYRWA, RZESZÓW UNIVERSITY OF TECHNOLOGY.



IN JUNE, THE AMCHAM DEFENSE AND SECURITY COMMITTEE HELD A MEETING DEVOTED TO THE INTRICACIES OF OFFSET CONTRACTS. THE SPEAKERS WERE BARTŁOMIEJ KORDECZKA, POLAND CO-MANAGING PARTNER, DENTONS; AND JAROSŁAW WITEK, PARTNER LEADING THE DEFENSE AND SECURITY GROUP IN DENTONS' WARSAW OFFICE. THE VENUE WAS THE DENTON'S WARSAW OFF-

ICE. IN PICTURES: 1. TOMASZ ZAKRZEWSKI, RTX (AMCHAM DEFENSE & SECURITY COMMITTEE CO-CHAIR). 2. RON FARKAS, POLAND-US OPERATIONS (AMCHAM DEFENSE & SECURITY COMMITTEE CO-CHAIR). 3. BARTŁOMIEJ KORDECZKA, JAROSŁAW WITEK, IGA NIEWIADOMSKA, DENTONS; MATEUSZ JURCZYK, AMCHAM KRAKÓW AND KATOWICE DIRECTOR.



IN JUNE, AMCHAM KRAKÓW AND KATOWICE AND THE EDUCATIONAL RESEARCH INSTITUTE (IBE) HELD A REAL LIFE AND ONLINE MEETING ON MICRO-CREDENTIALS—SHORT, COMPETENCY-BASED RECOGNITIONS THAT ALLOW EDUCATORS TO DEMONSTRATE MASTERY IN A PARTICULAR AREA. THE MEETING WAS MODERATED BY MATEUSZ JURCZYK, AMCHAM KRAKÓW BRANCH DIRECTOR AND DR. BARBARA STEPNOWSKA, FRSA, GDAŃSK BRANCH DIRECTOR AND AMCHAM #EDU GROUP

LEAD, WHO JOINED THE MEETING ONLINE. AMONG THE SPEAKERS WERE IBE'S MICHAŁ NOWAKOWSKI AS WELL AS STANISŁAW (STAN) CIEŚLA AND ROMAN KRZOS, BOTH REPRESENTING KYNDRYL. THE REAL LIFE PART OF THE MEETING TOOK PLACE AT THE EUROKREATOR OFFICE IN KRAKÓW. IN PICTURES: 1. STANISŁAW CIEŚLA. 2. ROMAN KRZOS. 3. MICHAŁ NOWAKOWSKI FROM EDUCATIONAL RESEARCH INSTITUTE. 4. RAFAŁ KUNASZYK.



IN JUNE, AMCHAM KRAKÓW AND KATOWICE AND A NUMBER OF INTERNATIONAL CHAMBERS OF COMMERCE MEMBERS IN POLAND HELD THE INTERNATIONAL BUSINESS MIXER. THE VENUE WAS

THE PARK INN BY RADISSON HOTEL IN KRAKÓW. AMCHAM MEMBER PEPSICO, WAS ONE OF THE CO-SPONSORS OF THE EVENT. IN PICTURE: THE PARTY IN PROGRESS.



IN JULY, THE AMCHAM ENERGY COMMITTEE HELD A MEETING TO DISCUSS THE NIS2 DIRECTIVE—A NEW SET OF CYBERSECURITY STANDARDS FROM THE EUROPEAN COMMISSION. THE SPEAKERS WERE JOANNA CHMIELAK FROM FORTINET AND MONIKA STACHOŃ FROM THE POLISH INTERNET ADMINISTRATOR NASK. THE VENUE WAS THE AMCHAM BOARDROOM IN WARSAW. IN PICTURE: THE MEETING IN PROGRESS.



AMCHAM EVENTS

IN JUNE, AMCHAM CONCLUDED THE 9TH EDITION OF THE 30 UNDER 30 MENTORING PROGRAM WITH A GRADUATION CEREMONY ATTENDED BY US AMBASSADOR TO POLAND MARK BRZEZINSKI AND TONY HOUSH, AMCHAM CHAIRMAN, AMONG OTHERS. THE VENUE WAS JLL'S WARSAW OFFICE. THE 2023/24 EDITION OF THE PROGRAM STARTED IN SEPTEMBER 2023 WITH A KICK-OFF SESSION LED BY TONY HOUSH. IN OCTOBER, THE PARTICIPANTS MADE A STUDY TRIP TO THE RONALD McDONALD HOUSE IN WARSAW. IN NOVEMBER, MARTA POŚLAD FROM GOOGLE (AND AMCHAM BOARD MEMBER) HELD A SESSION ABOUT MAKING EFFECTIVE PUBLIC POLICY. IN DECEMBER, THE PARTICIPANTS MET WITH PAUL BRAZIER AND AGATA KRAWCZYK FROM JP MORGAN TO LEARN ABOUT NEW AND CREATIVE WAYS OF DOING INVESTMENT BANKING. THE JANUARY 2024 SESSION WAS LED BY PERSONAL COACH MERRY LYNCH WHO TALKED ABOUT HOW INDIVIDUALS PERCEIVE OTHER INDIVIDUALS IN THE WORKPLACE. IN FEBRUARY, THE PARTICIPANTS MET IN TWO SEPARATE SESSIONS, WITH JOURNALIST DARIUSZ ROSIAK; AND WITH ROB RUDICH, ENERGY ATTACHÉ AT THE US EMBASSY IN WARSAW. MAŁGORZATA TELUS FROM FRITO-LAY MET WITH THE PARTICIPANTS IN MARCH TO DIS-

CUSS DIFFERENT ASPECTS OF MANUFACTURING. ANOTHER MARCH SESSION, HELD IN WARSAW, HAD ITS PARTICIPANTS TAKE PART IN A CHARITY BOARD GAMES TOURNAMENT. IN APRIL, PROGRAM PARTICIPANTS TOOK PART IN A TWO-DAY STUDY TRIP TO KRAKÓW AND ATTENDED SESSIONS WITH ERIN NICKERSON, US CONSUL GENERAL IN KRAKÓW; SYLWIA KRÓLIKOWSKA AND ANDRZEJ LASSAK FROM PEGASYSTEMS; JOHN HELD FROM ACCENT BUSINESS TRAINING; JOHN LYNCH FROM LYNKA (AND AMCHAM BOARD MEMBER); AND ANNA KORNECKA FROM ESG IMPACT NETWORK. THEY ALSO TOOK PART IN THE CHARITY BOARD GAMES TOURNAMENT. IN MAY, DARR KADLUBOWSKI FROM HENRY MEDS MET WITH THE PARTICIPANTS TO TALK ABOUT INVESTING IN TECHNOLOGY STARTUPS. 1. THE GRADUATES OF THE 30 UNDER 30 9TH EDITION WITH US AMBASSADOR TO POLAND MARK BRZEZINSKI. 2. TONY HOUSH, AMCHAM CHAIRMAN. 3. MATEUSZ BOŃCA, JLL (CEO). 4. AMBASSADOR MARK BRZEZINSKI. 5. MARCIN WĘC, RONALD McDONALD HOUSE CHARITIES POLAND. 6. AGATA KRAWCZYK, J.P. MORGAN. 7. MAŁGORZATA TELUS, PEPSICO. 8. SYLWIA KRÓLIKOWSKA. 9. ANNA KORNECKA. 10. MERRY LYNCH. 11. MATEUSZ JURCZYK, AMCHAM.



IN JUNE, MEMBERS OF AMCHAM KRAKÓW AND KATOWICE MET WITH ERIN NICKERSON, US CONSUL TO KRAKÓW. THE VENUE WAS THE KYDRYL OFFICE IN KATOWICE. IN PICTURE: MAREK GUZIK, US CONSULATE GENERAL IN KRAKÓW; MATEUSZ JURCZYK, AMCHAM; MICHAŁ TUSTANOWSKI, ROCKWELL; LESZEK LERCH, EY; STANISŁAW (STAN) CIEŚLA, ZBIEGNIW TRACZYK,

KYDRYL; SZYMON PUDLIK, HONEYWELL; COLETTE CLARK, ERIN NICKERSON, US CONSULATE GENERAL IN KRAKÓW; ADRIAN NOWAK, TMF; AGNIESZKA ADAMIEC, MANPOWER; MARCINA NOWAK, CITY OF KATOWICE; KATARZYN MERTA, ING; MAGDALENA KOLKA, CITY OF KATOWICE.



IN JUNE, SPEAKERS REPRESENTING AMCHAM POLAND TOOK PART IN A SUSTAINABILITY CONFERENCE HELD BY THE AMERICAN LAW DEPARTMENT AT JAGIELLONIAN UNIVERSITY IN KRAKÓW AND THE CATHOLIC UNIVERSITY OF AMERICA, COLUMBUS SCHOOL OF LAW. AMONG THEM WERE ZOFIA PIWOWAREK FROM SANTANDER; MARGARET PODRECKA, CANPACK, AND MARIUSZ MIELCZAREK, AMAZON AND AMCHAM DIGITAL COMMITTEE CO-CHAIR; MARIUSZ WAWER,

3M AND AMCHAM SUSTAINABILITY COMMITTEE CHAIR; MATEUSZ JURCZYK, AMCHAM KRAKÓW AND KATOWICE DIRECTOR. IN PICTURE: MAXIMILIAN PIEKUT, GASPAR KOT, MATEUSZ JURCZYK; KAROLINA PANFIL, UNIVERSITY OF WARSAW; MARIUSZ MIELCZAREK; LEAH WORTHAM, CATHOLIC UNIVERSITY OF AMERICA; MARIUSZ WAWER; SEWERYN SZWAROCKI; ŁUKASZ CHYLA.



THE NEWLY IMPOSED LAW ON WHISTLE-BLOWERS WAS ON THE AGENDA OF A BUSINESS BREAKFAST IN JUNE, CO-HOSTED BY AMCHAM WROCLAW AND LAW FIRM PCS PARUCH CHRUSCIEL SCHIFFTER STĘPIEŃ KANCLERZ LITTLER. THE SPEAKERS, REPRESENTING THE LAW FIRM, WERE KAROLINA KAN-

CLERZ AND MARCIN SANETRA. IN PICTURES: MONIKA CIESIELSKA-MRÓZ, AMCHAM WROCLAW DIRECTOR (TSL POLAND); MARCIN SANETRA; KAROLINA KANCLERZ. 2. THE BREAKFAST IN PROGRESS.



IN JUNE, AMCHAM POLAND HOSTED A DELEGATION OF US CHAMBER OF COMMERCE COMPRISING EXECUTIVES FROM FIRMS IN THE FINANCIAL SERVICES, PHARMACEUTICAL, CHEMICALS, AEROSPACE, AND TECHNOLOGY INDUSTRIES. THE TWO-DAY STAY IN WARSAW WAS FILLED WITH

MEETINGS WITH PUBLIC OFFICIALS, A JOINT CELEBRATION OF US INDEPENDENCE DAY. IN PICTURE: MEMBERS OF US CHAMBER OF COMMERCE, AMCHAM POLAND AND THE US EMBASSY IN POLAND MIX TOGETHER AT BEFORE A DINER WITH AT THE VERTE HOTEL.



AMCHAM 4th OF JULY CELEBRATION

IN JUNE, AMCHAM COMMEMORATED THE 248th ANNIVERSARY OF AMERICAN INDEPENDENCE WITH THE AMCHAM 4TH OF JULY CELEBRATION AT ARKADY KUBICKIEGO, A PART OF THE ROYAL CASTLE IN WARSAW. IN THE OFFICIAL PART OF THE EVENT, ANNA ROGOWSKA AND THE WIOSNA BAND PERFORMED POLISH AND AMERICAN ANTHEMS. THE HONOR GUARD OF THE 1ST CAVALRY DIVISION PERFORMED THE PRESENTATION OF COLORS. AMONG THE 800 PLUS PARTICIPANTS WERE MINISTER KRZYSZTOF PASZYK FROM THE MINISTRY OF ECONOMIC DEVELOPMENT AND TECHNOLOGY, US AMBASSADOR TO POLAND MARK BRZEZINSKI AND THE MEMBERS OF THE AMCHAM BOARD OF DIRECTORS. THE MASTERS OF THE CELEBRATION WERE MARZENA DRELA, AMCHAM EXECUTIVE AND OPERATIONS DIRECTOR; MICHAŁ SZNAJDER, JOURNALIST AT TVN24, AND TONY HOUSH, AMCHAM CHAIRMAN. THE MOTTO OF THE EVENT, "STAND TOGETHER", UNDERLINED THE VALUES THAT POLAND AND THE US SHARE AND THE POWERFUL ECONOMIC AND POLITICAL COOPERATION BETWEEN THE TWO COUNTRIES. DEPUTY PRIME MINISTER AND MINISTER OF NATIONAL DEFENSE

WŁADYSŁAW KOSINIAK-KAMYSZ ADDRESSED THE PARTICIPANTS OF THE EVENT IN A LETTER WHICH WAS READ OUT LOUD, FOLLOWED BY REMARKS FROM MINISTER PASZYK AND AMBASSADOR BRZEZINSKI. THE LAST SPEECH WAS DELIVERED BY UBER'S DIRECTOR AND GENERAL MANAGER FOR CEE MARCIN MOCZYRÓG. IN HIS REMARKS, MOCZYRÓG NOTED THAT THIS YEAR UBER IS CELEBRATING 15 YEARS IN BUSINESS IN POLAND. UBER WAS THE PLATINUM SPONSOR OF THE EVENT. THE EVENING OFFERED MANY ATTRACTIONS. AMONG THEM WAS THE CHARITY RAFFLE WITH OVER 70 PRIZES. THE PROCEEDS WERE DONATED TO THE RONALD MCDONALD HOUSE CHARITIES IN POLAND. APART FROM UBER, THE PARTNERS OF THE EVENT WHO MADE IT REALITY WERE BAT, CITI HANDLOWY, THE WALT DISNEY COMPANY, J.P. MORGAN, KPMG, AMAZON, BOEING, FEDEX, INPOST, RYMARZ ZDORT MARUTA, UNIVERSAL EXPRESS, EXPRESS RELOCATIONS, ZIMMER BIOMET, ŻABKA POLSKA, AIR PRODUCTS, AVIS, HONEYWELL, INTEGO GROUP, LINDE, LOCKHEED MARTIN, MCDONALD'S, PFIZER, STRATEGIC STAFFING SOLUTIONS, AND SYMFONIA.





1. DAVID DeBENEDETTI, AMCHAM BOARD MEMBER (DeBENEDETTI, MAJEWSKI, SZCZEŚNIAK); MARCIN MOCZYRÓG, UBER; DOROTA DABROWSKI-WINTERSCHIED, AMCHAM BOARD MEMBER (CEC); MARTA POŚLAD, AMCHAM BOARD MEMBER (GOOGLE); MAŁGORZATA SKONIECZNA, AMCHAM BOARD (PEPSICO); MARK BRZEZIŃSKI, US AMBASSADOR TO POLAND; TONY HOUSH, AMCHAM CHAIRMAN; KRZYSZTOF PASZYK, MINISTER OF ECONOMIC DEVELOPMENT AND TECHNOLOGY; JOLANTA JAWORSKA, AMCHAM BOARD MEMBER (IBM); AMCHAM VICE-CHAIR (LYNK); AGNIESZKA JANKOWSKA, AMCHAM BOARD MEMBER (T-MOBILE); MARZENA DRELA, AMCHAM EXECUTIVE AND OPERATIONS DIRECTOR. 2. MINISTER KRZYSZTOF PASZYK. 3. AMBASSADOR MARK BRZEZIŃSKI. 4. MARCIN MOCZYRÓG. 5. TONY HOUSH. 6. MARZENA DRELA. 7. THE PRESENTATION OF COLORS BY THE 1ST CAVALRY DIVISION HONOR GUARD. 8. TONY HOUSH; OLGA LEONOWICZ; MARK BRZEZIŃSKI; JOHN LYNCH; JOLANTA JAWORSKA; MAŁGORZATA SKONIECZNA. 9. MARZENA DRELA; JACEK TOMCZAK, SECRETARY OF STATE AT THE MINISTRY OF ECONOMIC DEVELOPMENT AND TECHNOLOGY; MARTA PAWLAK, AMCHAM LEGAL POLICY DIRECTOR. 10. THE WARSAW UNIVERSITY CHOIR PERFORMING POLISH AND AMERICAN NATIONAL ANTHEMS. 11. MARCIN KROPIDŁOWSKI, CITI HANDLOWY; ELŻBIETA CZETWERTYŃSKA, AMCHAM BOARD MEMBER (CITI HANDLOWY); JOLANTA JAWORSKA; MARZENA DRELA. 12. KATARZYNA GRUSZECKA-SPLYCHAŁA, GDYNIA SHIPYARD; TONY HOUSH; BARBARA STEPNOWSKA, AMCHAM GDAŃSK DIRECTOR. 13. MATEUSZ JURCZYK, AMCHAM KRAKÓW AND KATWICE DIRECTOR; MARIA LEW; RAFAŁ KUT, ADMARADO. 14. TONY HOUSH; KRZYSZTOF PASZYK. 15. MARTIN TULIŃSKI, THE FIRST POLE TO GET TO PLAY IN NBA CEZARY TRYBAŃSKI; JOANNA TRYBAŃSKA; MARZENA DRELA. 16. KATARZYNA ISSAT, TVN WARNER BROS. DISCOVERY; MARZENA DRELA. 17. EDYTA SNAKOWSKA-ESTORNINHO; KATARZYNA DARSKA, KPMG POLAND; MARK BRZEZIŃSKI; OLGA LEONOWICZ; STACY LIGAS, ANNA PASZKIEWICZ, JUSTYNA WYSOCKA-GOLEC, KPMG POLAND. 18. ANDREAS STADLER, AUSTRIAN AMBASSADOR TO POLAND; KAROL WITASZEK, AMCHAM. 19. MARTA PAWLAK; MAŁGORZATA SKONIECZNA; JULIAN KRZYŻANOWSKI, PEPSICO. 20. MARZENA DRELA; ALEKSANDRA KOSELA, MAGDALENA CEGIELSKA, BAT. 21. ANITA KOWALSKA, AMCHAM; ELIZA DĄBROWSKA, BCC. 22. MICHAŁ SZCZERBA, MEP; MARZENA DRELA; JACEK TOMCZAK. 23. THE VENUE WAS THE KUBICKI ARCADES, A PART OF THE WARSAW ROYAL CASTLE COMPLEX. 24. MARCIN SASIN, SHERATON GRAND WARSAW CHEF; MARK BRZEZIŃSKI; OLGA LEONOWICZ. 25. MARIUSZ CZERKAWSKI; MARTA KRUPA; JOANNA KRUPA, MARTIN TULIŃSKI. 26. MARCIN MOCZYRÓG; AMBASSADOR MARK BRZEZIŃSKI. 27. THE WALT DISNEY COMPANY CEE: WITOLD KOWALCZUK, MAGDALENA CIEŚLAK, MARCIN ŁUKASIEWICZ, KAKHABER ABASHIDZE, BARBARA PADE, MARTA SZAFRAŃSKA, DARIUSZ MAĆZKA, JOANNA OLECH, PAWEŁ MRUGACZ. 28. ALEKSANDER UJAZDOWSKI, SANTANDER; PRZEMYSŁAW HOFMAN, CEC; MAREK ŻÓLTOWSKI, BAT. 29. THE EVENT IN PROGRESS INSIDE THE KUBICKIEGO ARCADES. 30. ANNA ROGACZ WITH THE WIOSNA BAND. 31. THE RONALD McDONALD'S TEAM WITH AMBASSADOR MARK BRZEZIŃSKI. 32. MARZENA DRELA; MICHAŁ SZNAJDER, TVN. 33. THE EVENT ATTRACTED OVER 800 PARTICIPANTS. 34. PANTOMIME DANCER WAS ONE OF THE ARTISTIC ATTRACTIONS OF THE EVENT. 35. THE AMCHAM STAFF: BARBARA STEPNOWSKA; BARTOSZ SZYLER; GABRIELA STAN-

AMCHAM 4th OF JULY CELEBRATION



GRECIAK; IWONA WOŹNICA; KAROL WITASZEK; JUSTYNA SEKUŁA; ANITA KOWALSKA; BARBARA POCIALIK; MARTA PAWLAK; MARZENA DRELA. 36. AT THE VIP ZONE. 37. RAFAŁ KUT, FROM ADMARADO, PRESENTS A BICYCLE TO THE LUCKY WINNER AT THE AMCHAM RAFFLE. 38. PEPSICO SPONSORED A TRIP TO A MATCH BETWEEN REAL MADRID AND ATLANTA BERGAMO. 39. POLISH AIRLINES LOT DONATED VOUCHERS TO THE RAFFLE. 40. COCA-COLA SPONSORED A TRIP TO DISNEYLAND IN PARIS. 41. SUSHI AT THE NOBU



HOTEL STAND. 42. AT THE PROSECO STOCK STAND. 43. UBER WAS THE PLATINUM SPONSOR OF THE EVENT. 44. ICE-CREAM AND AMERICAN HOT DOGS WERE AVAILABLE AT THE INTERCONTINENTAL WARSAW STAND. 45. THE JIM BEAM STAND, COURTESY OF STOCK POLSKA. 46. DESSERTS SPONSORED BY MARRIOTT WARSAW HOTEL. 47. BURGERS AT THE STAND OF SHERATON GRAND WARSAW. 48. GALLO WINERY PRODUCTS AVAILABLE AT THE CARLO ROSSI STAND. 49. GLO NICOTINE-FREE PRODUCTS WERE AVAILABLE AT THE BAT STAND. 50. AT THE WALT DISNEY STAND. 51. COSTA COFFEE COURTESY OF COCA-COLA.

AmCham is grateful to all the Sponsors of the July 4th Celebration for making the event such a memorable experience!

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AMCHAM EVENTS

IN JUNE, AMCHAM PARTNERED WITH THE US EMBASSY IN POLAND AND UNITED SERVICE ORGANIZATION—A LEADING CHARITY SUPPORTING ACTIVE DUTY SOLDIERS AND THEIR FAMILIES—TO HOLD A USO CULTIVATION EVENT, AT THE AMBASSADOR'S RESIDENCE IN WARSAW. THE EVENT WAS HOSTED BY THE US AMBASSADOR TO POLAND MARK BRZEZINSKI TO RECOGNIZE US ARMY, POLISH AND USO PERSONNEL FOR THEIR SERVICE. THE MEETING WAS ATTENDED BY REPRESENTATIVES OF THE USO, THE MINISTRY OF NATIONAL DEFENSE, AND HIGH-RANKING POLISH AND US ARMY OFFICERS AS WELL AS BUSINESS LEADERS REPRESENTING THE DEFENSE SECTOR IN POLAND AND THE US. IN PICTURES: 1. US AMBASSADOR TO POLAND MARK BRZEZINSKI. 2. US SOLDIERS ON DUTY IN POLAND.

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IN JUNE, US AMBASSADOR TO POLAND MARK BRZEZINSKI HOSTED AMCHAM MEMBERS TO DISCUSS THE SPECIAL POLAND-US RELATIONSHIP AND HOW FURTHER US INVESTMENT IN POLAND

MAY BOOST THE GROWTH OF THE POLISH ECONOMY. IN PICTURES: AMBASSADOR MARK BRZEZINSKI. 2. TONY HOUSH, AMCHAM CHAIRMAN. 3. THE MEETING IN PROGRESS.

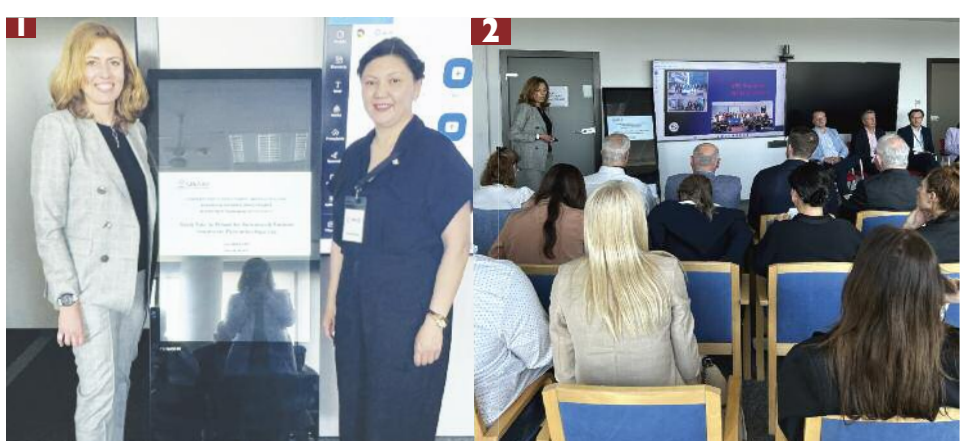


DR. TAMILLA TRIANTORO, ASSOCIATE PROFESSOR AT QUINNIPIAC UNIVERSITY, WAS THE GUEST SPEAKER AT THE AMCHAM GDAŃSK BUSINESS MIXER HELD IN JUNE AT THE HOLIDAY INN IN GDAŃSK. SHE SPOKE ABOUT A NEED FOR A BALANCE BETWEEN TECHNOLOGICAL ADVANCEMENTS AND HUMAN EMOTIONS AND EMPATHY. IN PICTURES: 1. DR. TAMILLA TRIANTORO. 2. JOANNA BOJARSKA HR SOLUTIONS GROUP; MAGDALENA BIAŁEK HAYS POLAND; DR. TAMILLA

TRIANTORO; GRZEGORZ STANNY BOEING POLAND; KATARZYNA DAMER SHERATON SOPOT HOTEL; DR. BARBARA STEPNOWSKA, AMCHAM GDAŃSK DIRECTOR; RENATA IRSA, SOFTIC; JACEK GRODZICKI UG; AGATA TORBUS JLL; GEDEON WERNER, QUINNIPIAC UNIVERSITY; ROBERT KARCZEWSKI, HILL INTERNATIONAL.



AMCHAM GDAŃSK AND USAID EDGE PROJECT STUDY TOUR HOSTED BY INVEST IN POMERANIA. IN JUNE, MEMBERS OF AMCHAM GDAŃSK TOOK PART IN A STUDY TRIP HOSTED BY THE INVEST IN POMERANIA REGIONAL DEVELOPMENT AGENCY. THE EVENT WAS PART OF THE ECONOMIC DEVELOPMENT, GOVERNANCE, AND ENTERPRISE GROWTH (EDGE) PROJECT FROM USAID. MORE THAN 40 REPRESENTATIVES FROM EUROPEAN AND EURASIAN INVESTMENT PROMOTION AGENCIES TOOK PART IN THE STUDY TOUR. THEY DISCUSSED AMCHAM'S ROLE IN FOSTERING A DYNAMIC AND SUPPORTIVE ENVIRONMENT FOR LOCAL AND INTERNATIONAL ENTERPRISES THROUGH COLLABORATIVE EFFORTS. IN PICTURES: 1. DR. BARBARA STEPNOWSKA, AMCHAM GDAŃSK DIRECTOR; ALTYNAI ASANOVA, DEPUTY DIRECTOR, AMCHAM KYRGYZSTAN. 2. THE TRIP IN PROGRESS.





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