

Partner with Poland



Sir Denis Rooke Building
Holywell Park
Loughborough University
Loughborough
Leicestershire LE11 3TU

Wednesday 10 June 2009 5.15 pm - 8.00 pm

Partner with Poland

Date: Wednesday
10 June 2009

Venue: Sir Denis Rooke Building, Holywell Park
Loughborough University, Loughborough
Leicestershire, LE11 3TU



Programme

- 17h15 **Registration and refreshments**
18h00 **Welcome and introduction**
18h10 **Why trade with Poland?**
Agnieszka Szweda, Trade and Investment Advisor,
British Embassy Warsaw
18h35 **Considerations for doing business in Poland**
Mark Smith, Managing Director,
Polski Personel
19h00 **Investment and other opportunities in Poland**
Nigel Adams, Managing Director,
Nigel Adams & Company Ltd
19h25 **Case study of British success in the Polish market**
Richard Cresswell,
Managing Director,
Learning for Business Ltd
19h45 **Question and answer session**
20h00 **Close and networking**

Speakers

Agnieszka Szweda is a Trade and Investment Advisor at the British Embassy in Warsaw.

- Agnieszka has been with the Commercial Section of the British Embassy Warsaw since 2005.
- Before joining the Embassy, Agnieszka held a variety of posts in the Polish industrial region of Silesia including Director of the Board Office at the Chamber of Commerce and Director of the Investor Assistance Bureau.
- Agnieszka's experience includes studies in servicing foreign investors, European Regional Development and Structural Funds plus European project management.

Speakers (continued)

Mark Smith is the Managing Director of Polski Personel Sp. z o.o., a recruitment consultancy based in Krakow, Poland.

- Prior to starting his own company, Mark worked for Sainsbury's Supermarkets for 5 years. Four of these years were in their Finance Division at the London HQ while qualifying to become a Management Accountant.
- In 2007, he relocated to Krakow with Sainsbury's to become the Finance Manager for Poland as part of Sainsbury's global sourcing operations.
- In April 2008, Mark established Polski Personel specialising in recruitment and offering consultancy for international companies located in Poland based upon his experiences and knowledge of the Polish market.

Nigel Adams is the Managing Director of Nigel Adams & Company Ltd.

- His business provides practical international marketing and management advice and support to British companies, helping them to establish and develop operations or outsource in Central and Eastern Europe, especially in Poland.
- He was based in Poland from 1993 until 2002, working on Polish state company restructuring projects, as a British Government Know How Fund Management Advisor.
- Nigel has been a member of the Chartered Institute of Marketing (CIM) since 1970. In 2001 he helped to establish in Poland the first branch of the CIM in continental Europe.

Richard Cresswell is the Managing Director of Learning for Business Ltd, a leading provider of organisational and individual training, development and consultancy services.

- Richard established Learning for Business in 2001 and the company was one of the very first accredited to deliver Institute of Leadership and Management qualifications.
- Due to the dramatic change in the markets Learning for Business operated in, Richard decided to steer the company in a completely new direction with export becoming one of the newer markets he tackled.
- The company has already established joint ventures with both Polish and Hungarian companies and is currently looking at joint venture opportunities in Dubai, Qatar, U.S. and other markets.

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