

IP

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INVEST PARK INFO



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Dear Readers,

Fall is the time of harvest and making plans for the years to come. It is no accident that this issue of IPI is largely devoted to the food industry in Poland. It is one of the most promising sectors. You will have a chance to verify it during the 5. National Food Industry Congress. It will be held at the Congress and Exhibition Center in Opole on 6 October – you are most welcome to participate.

OVERVIEW OF EVENTS AND DEADLINES

Fair for jobs of the future

Companies functioning in the Wałbrzych Special Economic Zone have declared a willingness to take on about 6,000 employees in the next few years.

This is an opportunity for vocational school students to undergo apprenticeship and work practice, and ultimately – find good jobs.



We would like to invite you to the Lower Silesian Fair for Future Jobs, Innovation and Exports, which will be held in Jelenia Góra on 9 October. It is another event initiated by the "INVEST in EDU" cluster, whose aims include the adaptation of vocational education to companies' needs.

Exporters and entrepreneurs looking for apprentices and trainees can present their offer at the fair free of charge.

More information:

szkolnictwozawodowe@invest-park.com.pl

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According to PMR Research forecasts, the value of all food products sold in Poland this year will reach almost 243 billion zlotys, an increase of 2.1 percent on the last year. This dynamic growth reflects the global trends – the world is looking for ways to feed all the people. According to the UN, agricultural production will have to increase 2.5 times by 2050. Some analyses (e.g. McKinsey&Company's) indicate that Poland is likely to become the center of food production for Europe.

Fall is also the election season. On 25 October, 2015, this year's voting marathon

will come to an end and Poles will choose their MPs. In her political and economic summary of the last few years of work, Minister Ilona Antoniszyn-Klik analyzes the special economic zones – the area she is responsible for at the Ministry of Economy. The balance is positive, largely thanks to the involvement of self-governments, which we describe in this issue, and most of all – thanks to you, the entrepreneurs and our readers.

Enjoy the reading and I hope that the number of downloads of this issue will confirm the

dynamically rising trend, for which I would like to thank you on behalf of the entire team of the WSEZ "INVEST-PARK". ■

➔ **MAGDALENA FURMAN-TUROWSKA,**
Managing Editor

The author is a culture expert and journalist. She has graduated from Wrocław University. Her professional experience includes working as a publisher, reporter and editor for Polsat, TVP, TV4, PTV ECHO, TV ODRA, TeDe. She cooperated with foreign TV stations, including RTL, FR1, FR3, the BBC, and wrote texts for dailies, weeklies and monthlies. She also worked as a radio reporter and teacher of university and secondary school students. She was the spokesperson and managing editor at the Lower Silesian Medical Association. In 2013, she received the Award of the Mayor of Wrocław (together with the editorial team of TeDe television). At "INVEST-PARK", she heads the Communications and Marketing Department.

Quote of the issue

All that is supposed to grow is growing. All that is supposed to decrease is decreasing. The Diagnosis proves that incomes, wealth, savings and happiness are growing (...). The number of people who can't make ends meet is decreasing (...).

Prof. JANUSZ CZAPIŃSKI, the author of the report 2015 Social Diagnosis, in an interview with Jacek Żakowski for Polityka weekly

The HR Club

The HR Managers' Club of the WSEZ is planning to organize two more meetings this year. On 12 October in Września (Wielkopolskie Province), Piotr Wojciechowski will run a workshop on the changes in the labor law after 1 January, 2016.

If you have not participated in the HR Club's meetings and would like to receive information about dates of meetings and topics of discussion – write to us at:

hr@invest-park.com.pl

INVEST-PARK Business Mixer

Held on 19 November in Wrocław, INVEST-PARK Business Mixer will be a unique opportunity to establish new business contacts. More than 150 firms from south-western Poland have already confirmed their willingness to attend. The meeting will be a chance to present your offer to a large number of potential partners. If you would like to take part in this event, please download the application form and terms and conditions from our website:

www.invest-park.com.pl

Please send to us your completed application form by 30 October, 2015 (the number of places is limited). Contact:

businessmixer@invest-park.com.pl

Football teams ready to kick off!

Teams of the following companies will take part in the 2nd Indoor Football Tournament for the WSEZ President's Cup: Polish Assembly Centre, Toyota MMP, Faurecia, Tristone Flowtech, NSK Steering Systems Europe, GKN Driveline, PCC Rokita, Bridgestone, AAM Polska, Sitech, and a joint team of SKC and Alphavision.

The teams and their fans will come to AQUA-ZDRÓJ in Wałbrzych on 24-25 October. We will report on the results of the tournament in the next issue of IPI. Part of the money raised during the event will be used to finance sports activities for children and teenagers from the Municipal Sociotherapy Center in Wałbrzych. It's the last chance to enter your team!

If your company team is willing to participate, please write to:

m.wrobel@invest-park.com.pl

Business Day 2015

On 4–5 November, another meeting of the automotive industry representatives will be organized in Wrocław. Business Day 2015 will be an opportunity for companies to establish cooperation with new suppliers. The event will be co-organized by the Japan External Trade Organization JETRO and the Polish Foreign Investment and Information Agency.

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THE FOOD INDUSTRY – NEW CHALLENGES



BARBARA KAŚNIKOWSKA, PRESIDENT OF THE BOARD OF THE WSEZ “INVEST-PARK”

Last summer was exceptionally hot and caused a drought that negatively affected Polish agriculture. Its consequences will be felt next year, when food prices increase. We are probably going to pay much more for fruit and vegetables, not only because this year’s crop was poor but also due to the fact that many growers decided to produce less (in the wake of last year’s embargo imposed by Russia on Polish produce). As we all know, lower supply will inevitably lead to higher prices.

The drought and the embargo were exceptional occurrences that created turmoil in the food market, but they are unlikely to distort long-term trends. However, another global phenomenon might impact not just on the food market, but on the entire humanity. What we mean is the mass extinction of honeybees.

WE WILL LIVE ONLY AS LONG AS THERE ARE BEES IN THE WORLD

These inconspicuous-looking insects pollinate more than 70 percent of crops and contribute to the production of three quarters of food in the whole world. Unfortunately, scientists have observed a steady decline in their numbers in the last two decades. It began in the early 1990s in the USA, then in early 2000s in Canada, and now it has spread to Europe, Asia and South America.

The main reason for this situation is the widespread application of crop protection substances, in particular pesticides, which are used in farming as seed dressing and fertilizers. Pesticides accumulate in flower nectar and pollens. Although they do not kill bees directly, they impact on their nervous system. Consequently, bees lose their spatial awareness and die because they are unable to find their way back to the beehive. The situation is made even worse due to a general decrease in insects’ resistance to diseases.

The extinction of bees and bumblebees (which also fall prey to the chemization of agriculture) is becoming a global problem. The dramatic decrease in the population of these insects, which are of

key importance in food production, is bound to impact on food prices in the long run.

According to economic estimates, the work of honeybees translates into at least €4.5 billion of annual profits for farmers in the EU, while on the global scale this amount rises to \$200 billion per year.

For the time being, the problem is mostly discussed by ecologists, although it is attracting ever more attention of economists and politicians. In the USA, legislation on the protection of bee colonies is being prepared; another measure includes the creation of a drone sperm bank! In France and Germany, the local authorities sow lawns and areas along local roads with special flower mixtures in order to create safe feeding grounds for bees and bumblebees.

Environmentalists call for the creation of apiaries in cities; individuals may “adopt” bees. On 8 August, the Great Bee Day was celebrated in Poland. Although such actions attract widespread media coverage and stir the imagination, the scale of the problem requires more decisive efforts. The Polish division of Greenpeace appealed to the producers of oils and biofuels – the largest buyers of rape – to eliminate pesticides from their supply chains. Changing the model of rape production in Poland is an example of an action that can tangibly contribute to bee protection.

THE FOOD INDUSTRY ON THE OFFENSIVE

The bee problem and Greenpeace’s appeal to producers make us aware of how strong the connections between all the participants in food production processes are. In no other industry are the links between the quality of the raw material and the end



for investors, including those in special economic zones.

DON'T JUDGE THE FOOD BY ITS COVER?

Ready-to-eat food is becoming increasingly popular. Such products require not only the use of specialist machines and automated production lines in the production process, but also innovative packaging.

The packaging should guarantee complete protection of the food inside it, including the vitamins and minerals. It must be lightproof, airtight and prevent microorganisms from contaminating the contents. However, packaging is not just about protecting food, enabling easy transport and comfortable use. It is also a marketing tool. "Neuropackaging" is a highly specialist branch of neuromarketing, which analyzes how the wrapping influences the consumer's subconscious and emotions, possibly leading to impulse buying.

The road to the shopping basket goes through the consumer's brain. It is where emotions arise, decisions are made and patterns of behavior emerge, although 70 percent of them occur unconsciously. The decision to purchase a product happens in a split second. The role of neuromarketing is to include these processes in the packaging design. It helps us to understand why people have their favorite brands and why they respond to certain colors, shapes and materials. The results make it possible to design the wrapping in such a way that it delivers the brand's message, reaches the target group and ensures good sales.

As you can see, the food industry can be approached from many different perspectives. At least some of them will be discussed during the 5th Polish Food Industry Congress. After all, this business has traditionally been important in Poland. Although the last few months might have had all the hallmarks of a crisis, Polish food producers are competitive in Europe and still have many opportunities to take.

See you in Opole! ■

product as important as in this sector. For this reason, any action intended to stimulate the development of the food processing industry must take into account the very first link in this process – the farmers.

Members of this professional group will certainly be among the guests invited to participate in the **POLISH FOOD INDUSTRY CONGRESS, WHICH WILL BE ORGANIZED AT THE CONGRESS AND EXHIBITION CENTER IN OPOLE IN OCTOBER, 2015**. It will be fifth meeting of the representatives of the broadly-defined food industry: suppliers of raw materials, producers of machines used in food processing, packaging makers, and especially companies which manufacture and process food products. The Wałbrzych Special Economic Zone is a co-organizer of the congress.

Although most people associate "INVEST-PARK" with car making, the importance of the food industry is systematically increasing. Thirteen out of 180 firms functioning in the WSEZ represent this industry, and another eight of them are tightly connected with it by providing packaging. The production volumes of chocolate and poultry are among the fastest growing products in the zone, which corresponds with the national trends. Between 2010 and 2014, the supply of poultry products in Poland increased by 26 percent, and according to the most recent data concerning chocolate products, its volumes have increased by almost 35 percent. The latter result can further increase due to the launch of the "Line of the Future" at the **MONDELEZ** plant in Skarbimierz in September (it will produce up to 700,000 chocolate bars during one shift!).

Polish meat and dairy produce are also enjoying international successes. By the way – as it turned out in the wake of a recent meat scandal in Italy, cured meat from Poland was used by an Italian criminal gang and issued with counterfeit labels, including those of the famous Parma ham. Maybe only Polish meat can match the quality of Italy's prosciutto?

In 2014, the food industry was considered by the Ministry of Economy as one of the crucial sectors of Poland's economy. This industry generates more than 13 percent of our GDP, and the cumulated worth of all the investments in it has reached almost €9.5 billion. Food exports in the last decade have increased fivefold (16 percent a year, on average). Domestic sales have also been growing.

The dynamic growth of the food industry is an opportunity for the producers of machines. In 2015, the value of the global market for the production of machines and equipment used by the food industry will probably exceed \$45 billion. It means new challenges



BABARA KAŠNIKOWSKA

She graduated from the Warsaw School of Economics and for many years she was responsible for the coordination of EU programs aimed at Small and Medium Enterprises (SMEs), and she initiated the creation of the National System of Services for SMEs. As an expert of the European Commission, she was involved in programs stimulating entrepreneurship and regional development. The United Nations Development Program drew on her expertise while evaluating actions that supported business and women in Bulgaria. She arrived in Lower Silesia in 2008 to head an institution that supported Lower Silesian companies, and later to become director of the largest department of the Lower Silesian Marshal's Office in charge of the Regional Operational Program.



CALENDAR

■ According to the InfoDług report prepared by BIG InfoMonitor, the bad debts of Poles decreased by almost 2 billion zlotys between October last year and this summer.

■ In the first six months of this year, 2,535 request for personal bankruptcy were filed; the courts looked into 1,235 of them, declaring bankruptcy in 699 cases.

■ The government earmarked 99 million zlotys for projects organized by the city of Wrocław as part of the 2016 European Capital of Culture program.

■ Jan Kulczyk, one of the richest Poles, died at the age of 65 as a result of postsurgical complications. "He was a master of doing business at the intersection of public and private sectors," wrote Michał Matys in Gazeta Wyborcza daily, summarizing Kulczyk's career and his investments in Browary Wielkopolskie, TU Warta, Telekomunikacja Polska, Orlen and Wielkopolska Motorway, among others.

■ 38,478,602 – this is the number of Poles in 2015, according to the Central Statistical Office. It is a decrease of 17,057 on the previous year. We are aging fast: 18 percent of Poles are in the so-called post-working age (an increase of 3.2 percentage points on 2014).

■ The sales of Żytniówka grew by 63 percent in 2014 – it is the best result among all the producers of vodka in the world.

■ Baker McKenzie analysts expect that the combined value of initial public offerings on Warsaw Stock Exchange will reach 1.5 billion zlotys. There will be just a few IPOs in the second half of this year.

■ The average gross salary grew to 4,100 zlotys, a year-on-year increase of 3.3 percent.

■ According to the Central Statistical Office, the consumer price index in Poland is negative. Prices at the end of July were 0.7% lower than at the same time last year. They fell by 0.1% on June. It means that Poland is still in deflation.



■ The losses caused by this year's drought reached at least 550 million zlotys, the Ministry of Agriculture and Rural Development estimated.

■ The Landscape Act came into force, which will make it easier to remove illegal advertising. Provincial self-governments are now obliged to carry out a landscape audit and define the so-called "priority landscapes."

■ S&P, a rating agency, affirmed Poland's credibility. It is supported by our stable public finances, flexible monetary policy and moderate need for external financing. The agency expects Poland's GDP growth to reach 3.5% this year, mainly thanks to the recovery of the euro zone. Among the threats to Poland's economic development it lists a weaker recovery of the euro zone and the intensification of the conflict between Russia and Ukraine.

ILONA ANTONISZYN-KLIK, DEPUTY MINISTER OF ECONOMY

Are economic zones needed? Posing this question in a magazine published by one of the best zones, not just in Poland but in the world, may seem rhetorical. However, every now and then, and especially during an election campaign, accusations are made that the zones are but a tool used by the predatory western capital to exploit Polish naivety and Polish workers, and a means of wasting public money to sponsor huge foreign firms.

I THANK THE INVESTORS AND

Fortunately, the economy is a quantifiable area where facts, not emotions, matter. Let's then talk about what is and not what seems to be. So far, the history of the fourteen special economic zones in numbers is as follows:

total capital expenditure of investors exceeding 100 billion zlotys and the creation of 300,000 jobs.

To make things even clearer, let's analyze the last four years in the Wałbrzych Special Economic Zone "INVEST-PARK". Since November, 2011, **the management of the zone has issued 127 permits to conduct business activity** (68 to new investors, 59 to firms already functioning in the WSEZ and wishing to carry out another investment project). As many as 93 of the projects have been located in Lower Silesia, 18 – in Opolskie Province, 15 in Wielkopolskie, and 1 – in Lubuskie. According to the investors' declarations, **they are going to spend almost 7.3 billion zlotys and create 7,630 jobs. Their capital expenditure so far has reached more than 3.2 billion zlotys, which resulted in jobs for 3,800 people.** Many of the companies have not finished their investments or begun recruitments (e.g. Volkswagen, which is planning to spend 3.4 billion zlotys and hire at least 2,300 employees). A significant part of the new firms in the Wałbrzych zone are those with **Polish capital (26 of them since November, 2011), followed by German ones (13). Almost half of them are small and medium-sized enterprises.**

What it means is that the zones are not an enclave for the rich and powerful.

I think that many negative opinions about the zones' functioning are the result of ignorance or misunderstanding. Public aid offered to investors is not a subsidy, subvention or sponsorship. What we propose is tax exemptions subject to many conditions, concerning especially the amount of capital expenditure and employment levels. Thus the investors first need to incur costs, meet all the requirements specified in the permit, carry out the investment and at least maintain the number of employees before any benefits arise in the form of lower tax due on the company's profits. Of course, the investors can count on other forms of support, including property tax exemptions (this decision is made by local self-governments), logistic assistance at all stages of the investment process, from the selection of the plot



THE ZONES

ILONA ANTONISZYN-KLIK

She was awarded scholarship by the Hans Böckler Foundation for young talented PhD students. She was president of the Women's Committee at the Provincial Commission for Community Dialogue. She received MA in Economics from the European University Viadrina. She completed postgraduate studies at the Diplomatic Academy in Vienna. She also studied at the École nationale d'administration in Paris.

From 2008 to 2010 she worked at the Lower Silesian Marshal Office, first as Deputy Director of the Regional Development Department and later as Deputy Director at the Department of the European Structural Funds and the Reconstruction and Development Program. From 8 June 2010 she was Deputy Voivode of Lower Silesia. On 24 November 2011 she was appointed to the position of the Undersecretary of State in the Ministry of Economy.

Her hobbies are running and dog trekking.

onwards, or cooperation with the zones once business activity has begun, e.g. by helping the investors find the right employees.

Each new facility, small or large, is the effect of months of hard work of many people, especially those from the Ministry of Economy, governmental agencies such as the Polish Information and Foreign Investment Agency or the Polish Agency for Enterprise Development, the employees of special economic zones and self-governments.

I would like to thank them with all my heart.

We are doing our best to convince potential investors that we are the right partner. That we are a country with a huge potential, with well-prepared and attractive plots, highly educated personnel and a stable economic situation. What we expect in return is serious treatment and pro-development investments. Poland has changed a lot in the last 26 years. We have achieved much. It means that we know our value and lay down conditions. The investors understand and respect it, which pleases me the most. No-one is just looking for cheap labor force and easy business in Poland anymore.

Companies know that they can count on the zones, and the zones are aware of their role as partners for the investors. This is the reason why entrepreneurs are willing to become involved in our initiatives for joint actions, for instance concerning the creation of a dual education system, cooperation in Education Clusters, the Automotive Cluster or the Aviation Cluster.

Let me emphasize it again: this partnership is based on mutual respect and positively-understood mutual interest. The companies in the zones are important to us. I thank the investors that they have chosen Poland. I thank Polish companies that they are increasingly more willing to invest within the zones and to use the support instruments offered by them.

We are open to new ideas of businesspeople, self-governments, academic and economic circles. I am deeply convinced that what really matters is to listen carefully to each other, argue constructively, look for consensus in devising the best cooperation model and act together in good faith. ■

CALENDAR



■ €86 billion – this is the amount of the third “rescue package” for Greece, i.e. the sum of all the new credits granted to Greece in the next three years.

■ TATA, the Indian manufacturer of cars sold under the British brands of Jaguar and Land Rover, confirmed that it signed a letter of intent with the government of Slovakia. Poland also tried to attract the investment.

■ The value of trading in equities on the Electronic Order Book (excluding block trades) on the Warsaw Stock Exchange in August, 2015, increased by 9.8% year-on-year, to 17.7 billion zlotys. The average daily equity turnover in the same month was 841.7 million zlotys (an increase of 4.5%), while the volume of transactions grew by 38.8% – to 71,900.

■ During the first seven months of this year, food prices in Russia soared by more than 10 percent, according to the Federal Statistics Service's announcement.

■ A new tax? A growing number of entrepreneurs would prefer to pay a tax on turnover instead of today's CIT.

■ Industrial growth in Poland slowed down considerably in August. It was the largest fall of the PMI index since 2005.

■ The Monetary Policy Council did not change the interest rates. It means that credits will still be cheap and bank deposits will not be very profitable. The last time the price of capital in Poland was changed by the Council was in March this year.



■ More than 300,000 refugees have reached Europe across the Mediterranean Sea since the beginning of the year. According to the UNHCR data, a little over a million people have ventured to Europe by sea in the last 15 years. It is a significant economic challenge for the entire continent.

■ The capitalization of the Chinese stock exchange plunged by 40% since June. Western experts think that the reason for it was weaker economic growth of the second largest economy in the world coupled with the sudden devaluation of the yuan in August.

■ Netflix, an internet provider of on-demand streaming services generating 34.9% of internet traffic in the USA, is probably going to enter the Polish market.

■ Prairie Mining Limited is now listed on the Warsaw Stock Exchange. The issuer is the 477th company listed on the WSE's Main Market, and the 14th new listing on the market in 2015. The newly listed instruments are worth 111.9 million zlotys. Prairie Mining Limited is the first Australian company listed on the WSE, the 53rd foreign company and the 2nd foreign new listing on the market in 2015.

■ The cost of the conversion of mortgages in Swiss francs into zlotys will be borne in 50% by banks and in 50% by the mortgagees, according to an amended draft adopted by the Senate.

IMPORTANT CHANGES

IN THE LAW:

§ since 1 April, 2015, **employees no longer need to undergo pre-employment medical check-ups when they begin work for a new employer** within 30 days of the termination of contracts with their previous employer, provided the conditions described in the doctor's statement are similar in both workplaces;

§ on 28 June, 2015, an amended version of the Construction Law came into force; **it changed the definition of a civil structure and of the impact zone of the structure;**

§ entrepreneurs who appointed an Information Security Administrator (ABI) on the basis of the legal situation in force until 1 January, 2015, **were obliged to notify the Inspector General for Personal Data Protection** of it before 30 June, 2015. If they did not do so, the management of the company will now be responsible for protecting personal data;

§ since 1 July, 2015, **registry courts have been obliged ex officio to institute the dissolution proceedings of an entity that was entered into the National Court Register** and failed to submit the necessary registration documents by 1 January, 2015. These proceedings do not need to be preceded by liquidation proceedings;

§ **companies entered into the "old" Commercial Register have to register in the National Court Register by 31 December, 2015.** Otherwise, they will be automatically deleted from the register, and their assets will be lawfully taken over by the State Treasury without compensation.

IN TAXES:

§ on 1 July, 2015, **the amended VAT law came into force**, extending the catalogue of goods for which the reverse charge procedure is applicable, modifying the rules concerning joint and several responsibility of the buyer, and the way of correcting VAT declarations on bad debts;

§ since 1 July, 2015, **it has been possible to deduce 50% of the VAT on petrol purchased for a passenger car.**

PLANNED CHANGES THAT ENTREPRENEURS SHOULD BE PREPARED FOR

TRANSFER

New regulations concerning the thresholds when the duty of preparing transfer prices (TP) documentation arises, new definition of related parties, and the three-tiered approach to TP documentation – these are some of the changes described in the draft regulation prepared by the Ministry of Finance, which amends the PIT and CIT acts and reformulates the rules concerning transfer prices.

Some of the basic terms have been redefined. **The capital relations threshold, which is used for deeming whether an entity is related or not, has been raised from 5 percent to 25 percent.**

Moreover, **the categories of events that must be documented have changed.** Now they will include any transaction with a related party, or any other event that materially impacts on the tax-

payer's profit (loss), whose worth during a financial year exceeds 50,000 zlotys.

Revolutionary changes concern the thresholds when it becomes necessary to prepare TP documentation. The new solutions make it subject to the taxpayer's revenues and costs (as defined in the Act on accounting) in the year preceding the analyzed tax year. Three thresholds will be introduced: €2 M to €20 M, €20 M to €100 M, and above €100 M of revenues and costs. For each

THE AUTHORIZED ENTREPRENEUR AND SIMPLIFIED CUSTOMS RULES

THE AEO CERTIFICATE

One of the main elements of the rules that came into force on 1 January, 2008, **was the creation of the Authorized Economic Operator (AEO) concept.**

After this date, entrepreneurs wishing to acquire the AEO status have been able to apply for the AEO certificate, which entitles them to benefits arising from simplified customs clearing, security and safety standards, and other simplifications provided for in the customs rules.

BENEFITS ARISING FROM THE AEO STATUS:

- The AEO status grants the use of simplifications concerning customs clearing, security and safety standards, and other simplifications provided for in the customs rules.
- In regard to security and safety standards at the customs, an AEO holder is entitled to the following simplifications:
 - lower number of customs physical and documentary checks,
 - priority checks if the AEO holder has been singled out for control,
 - prior notification of consignment control,
 - the possibility of submitting a simplified pre-arrival declaration, with a limited scope of security data,

PRICES

of the categories, **a different definition of transactions that are deemed material will be adopted.**

Irrespective of these amounts, tax control authorities will be entitled to request the taxpayer to prepare documentation, even if a threshold has not been exceeded, whenever a suspicion arises that the value of a transaction was understated. Moreover, if it becomes necessary to draw up TP documentation in one year, it entails the necessity of preparing it again in the following year, regardless of the amount of revenues or costs.

These are not all the changes. Another novelty concerns **the introduction of a three-tiered approach to TP documentation, as recommended by the OECD.** It means that the scope of documentation will depend on the taxpayer's revenues and costs. Taxpayers who fall into the first threshold will be required to prepare documentation concerning only transactions between the taxpayer and other related parties (so-called "local file"). Having exceed-

ed the €10 M threshold, it becomes necessary to prepare benchmarking studies. Taxpayers in this category also have to prepare documentation that will additionally contain information about the entire group of related parties ("master file"). Finally, the largest taxpayers (above the €100 M threshold) will be obliged to produce a report on the revenues and taxes paid in by subsidiaries, their places of conducting business as well as their permanent establishments ("country-by-country reporting"). The draft law also stipulates new deadlines for submitting the documentation.

The new law will come into force on 1 January, 2017; however, the country-by-country report will then concern the year 2016 for the first time if the taxpayer's revenue exceeds the equivalent of €750 M.

➔ **DOROTA BIAŁAS**

Tax advisor, Associate Partner, Head of the SEZ team at Rödl & Partner in Wrocław

TRADE UNIONS NOT ONLY FOR EMPLOYEES

On 2 June, 2015, the Constitutional Tribunal ruled that the provisions of the law on trade unions that make it impossible **for persons employed on the basis of civil law contracts (contracts of commission, specific task contracts, managerial contracts) to participate in trade unions are inconsistent with the Polish Constitution.**

The ruling does not stipulate any transition period before coming into force. It means that persons employed on the basis of civil law contracts are allowed to create and participate in trade unions as of the date of publishing the ruling in the Journal of Laws, i.e. 12 June, 2015.

In light of the above, revolutionary changes in the Polish law are likely to occur, which will introduce a number of new entitlements for persons employed on the basis of civil law contracts. They may also make claims connected with the protection of their trade union or personal rights.

➔ **TOMASZ PLEŚNIAK**

Legal Counsel at Rödl & Partner in Wrocław

JOINT COMMERCIAL REPRESENTATION WITH A MANAGEMENT BOARD MEMBER IS UNLAWFUL

PROXIES TO BE VERIFIED

The resolution of the Supreme Court of 30 January, 2015, questioned the years-long practice of companies and registry courts by including **a negative decision regarding the legal validity of so-called "irregular" joint commercial representation involving a proxy representing a company jointly with a management board member.**

Following the ruling, it has become necessary to introduce changes in company structures which were based on the cooperation of a commercial proxy with a board member. As it turned out, **all legal acts performed by these company representatives after 30 June, 2015, are unlawful.**

For instance, a counterparty that concluded a contract with a company and wishes to avoid performing their contractual obligations may now successfully prove in the court that the contract was unlawful and consequently did not cause any legal effect. Although not all parties will probably use this possibility, this risk is worth eliminating.

Entries in the National Court Register which were made after 30 January, 2015, and concerned joint commercial representation involving a proxy representing a company jointly with a management board member will now be systematically and consistently deleted by registry courts. **Thus the court may delete all the entries concerning commercial proxies of a given company** if its management board is one-person and has joint commercial representation with a proxy, which would make it impossible for the company to conclude legal transactions. ■

➔ **TOMASZ PLEŚNIAK**

Legal Counsel at Rödl & Partner in Wrocław

ATE

- the possibility of requesting to carry out inspections at a more convenient place than the customs office,
- the possibility of settling the tax due in the declaration.

If the holder of an AEO certificate submits a request for using simplified procedures as enumerated in Article 14b section 1 of the Commission Regulation, the customs authorities will not re-examine those conditions which have already been examined when granting the AEO certificate.

➔ **TADEUSZ PIEKŁOWSKI**

Customs and excise duty specialist, customs agent at Rödl & Partner in Wrocław

ON HARBINGERS, BUSINESS AND THE EMPLOYEES

Conversation with **STANISŁAW LONGAWA**, Administrator of the Gmina of Kłodzko, politician and self-government member

■ **Kayser Automotive Systems Polska has begun operations in the Wałbrzych Special Economic Zone in Jaskowa Dolna – is this the first harbinger of a change for the better?**

– These areas were covered by the special economic zone in 2009, but cooperation with “INVEST-PARK” had started much earlier. From the very beginning, the cooperation of the self-government institutions with the zone administrator has been very professional. The construction of a ready-made production floor for entrepreneurs further improved the climate for investors. The first company is already benefitting from it. It makes all of us happy, but the moment we finished negotiations with Kayser, we started working on other projects.

■ **How can Kłodzko and the region attract investors?**

– Firstly, we have prime lands, not only those covered by the zone, although this supply is rather large and covers 25 ha. These are well-developed plots, with access to water and sewage systems, electricity, and soon – natural gas, which should convince more investors to situate their businesses here. But other areas can also be economically active. They include the sites where linen, textile and chemical industry plants used to function. The gmina is preparing such sites in **OŁDRZYCHOWICE KŁODZKIE**, **KROSNOWICE** and **SZALEJÓW DOLNY**.

Another asset of the gmina is our location near the border with the Czech Republic and relatively close to the border with Germany. However, the crux of the problem is access to the network

of motorways – it takes around 1.5 hours to get there by car. But in my opinion, what matters more to investors is finding people who are willing to work, which in the case of Wrocław or Poznań might not be easy. After all, companies located near Wrocław already have to bring employees from the gmina of Kłodzko.

■ **Indeed, finding employees with the right qualifications in the area where a company functions is becoming an increasingly difficult problem.**

– Certainly, one of the advantages of the Kłodzko Land in attracting investors is the vast reservoir of labor. Although the area near Kłodzko offers very favorable living conditions, a growing number of people have to commute several dozen kilometers to work. If they find job offers closer to home, they will most likely accept them, which will positively influence their family life. Of course, it is up to the employer to convince the best among them to work for him. The employees expect stable jobs, which means permanent contracts instead of weekly civil law contracts – so called junk contracts. The remuneration must be adequate to the quality of their work. If an employer understands this trend, he will win by attracting valuable people. And there is no shortage of them here.

■ **Which industries are most desirable in the Kłodzko region?**

– The potential of the wood industry is not fully exploited. We would also gladly welcome investors in the food industry. How-

THE POLISH PUBLIC ADMINISTRATION COMPRISES 444,000 CIVIL SERVANTS, INCLUDING

It is no accident that this issue of IPI is largely devoted to smaller gminas and sites for investors outside the large agglomerations (we write about Lewin Brzeski, Książ Wielkopolski, Niemodlin and Dąbrowa on pp. 24–27). It seems that these locations might become especially attractive to investors in the next few years. There is a number of reasons for it: the availability of investment-ready plots, good infrastructure built with the financial support of the EU, and the possibility of attracting and retaining workers for a long time. These local labor markets are increasingly more promising

– universities signal that their graduates are more and more willing to return to their hometowns, provided they have a chance to find jobs there. Governmental support for vocational education is particularly focused on smaller towns, which also matters to potential investors.

Until recently, entrepreneurs used to complain about local administration representatives, who constitute the immediate surroundings for a business and have the potential to either help or block certain initiatives. The parliament creates laws, the government devises

ways to implement them, but entrepreneurs usually interact with the local officials – mayors and gmina administrators. It is them who must implement the rules created in Warsaw or even Brussels in their towns – in Bystrzyca, Rawicz, Otmuchów, Szprotawa... If they understand the economic processes and the investor’s needs, they are able to read the spirit of the law and not just its letter, and promptly make unambiguous decisions. If not – they become every applicant’s nightmare, irrespective of the benefits arising from the business plan to be carried out.

The remuneration must be adequate to the quality of work. If an employer understands this trend, he will win by attracting valuable people. And there is no shortage of them here



STANISŁAW LONGAWA

He was born in Kłodzko on 27 April, 1975. He lives in Szalejów Dolny in the gmina of Kłodzko. He has graduated from the Department of Law and Administration of the Jagiellonian University in Cracow. From 2002 to 2007, he was Deputy Administrator of the Gmina of Kłodzko; from 2006 to 2010, he served as a councilor in the Dolnośląskie Provincial Assembly, and in 2009-2010, he was Deputy Marshal of Dolnośląskie Province. He has been Administrator of the Gmina of Kłodzko since 2010. He is married with two children.

ever, the most recent investments in the region have been in the automotive industry – in Lower Silesia, it enjoys favorable conditions of development, and in the case of Kłodzko, the proximity of Skoda's plants in the Czech Republic is also important. It is worth remembering that local employees have gained experience and skills working in these plants. Why not attract them to work in new factories in Kłodzko or Ruda Śląska?

We could say that if somebody is looking for the right site to locate a business, with many potential employees, raw materials providers and business-friendly institutions – the Kłodzko Land is definitely such a place. It is my and my colleagues' priority to create favorable conditions for investors. If you would like to run

a business and live in one of the most beautiful parts of Europe, you are most welcome to come to us.

■ **Thank you for the conversation.** ■

➔ **interview conducted by BARBARA SZELIGOWSKA**

260,000 IN SELF-GOVERNMENTS. IT IS AN INTERCONNECTED SYSTEM.

Fortunately, many sources, not only the experience of the WSEZ "INVEST-PARK" employees, confirm that local administration workers increasingly often believe in the principle "I am here for you." Of course, we could always find exceptions to this rule – there are 2,478 gminas in Poland, 314 counties and 16 provinces, each of them with its offices, agencies and standards of work. How to find those which are truly investor-friendly? One clue is the existence of a special economic zone in a given area – irrespective of whether an investor is willing to apply for public aid (and

function within the zone) or not. Self-government members who would like a special economic zone to cover a territory in their gmina must meet a number of requirements and undergo procedures with the zone administrator and the Ministry of Economy before the government decides to expand a zone. It is hard to imagine that self-governments which are not open to investors and have no vision of the development of entrepreneurship in their gmina would be willing to undertake such effort. Of course, in the developing Polish economy this interconnected system made up of the

central administration and regional and local self-governmental administration is very sensitive to any disturbances.

Many self-government members are anxiously following the campaign accompanying the parliamentary election (this issue of "IPI" comes out one month before the election). However, what seems to be most important from the entrepreneurs' point of view is to deal with people who understand the essence of the investment processes, irrespective of the kind of administration and individual institutions' tasks. ■



Spaniards expand production



• **GESTAMP WROCLAW**, a Spanish manufacturer of welded elements for the automotive industry, is stepping up its operations in the Wrocław subzone of the WSEZ „INVEST-PARK”. The company received a permit to conduct business activity in September. At a cost of 75 million zlotys, Gestamp will expand its plant and take on additional 20 staff.



MONDELEZ is investing

• The largest company representing the food industry in the WSEZ is about to begin another investment. At a cost of \$15 million, **MONDELEZ POLSKA PRODUCTION** will construct its global Research and Development Center in Bielany Wrocławskie, which will be responsible for new products development, quality control, packaging design, client preference analysis, and the product compliance with legal norms. The construction of the Center will take 2–3 years. Meanwhile, on 2 September, the “Line of the Future” was launched at the chocolate factory in Skarbimierz. This is the only line of this kind in Poland, and it cost \$30 M.

MONDELEZ INTERNATIONAL is the world's leading producer of sweets. The American corporation owns seven plants in Poland. Three of them function within the Wałbrzych Special Economic Zone.

Tasty summer with Electrolux



• Thanks to **ELECTROLUX**, this summer tasted different. In partnership with TVN, the company organized culinary workshops in resorts on the sea. Their Beach Project proved that making healthy and tasty meals is sheer pleasure. What is more, a food truck equipped with Electrolux's most modern appliances toured Poland for the first time. The cooks revealed the secrets of the Mysterious Ingredient, which makes any dish taste special, demonstrated unusual products and different ways of combining them. As it turned out, steam is the mysterious agent used by the best chefs.

With Electrolux, you'll never run out of steam!



Recently launched by Mondelez, the “Line of the Future” can produce up to 700,000 bars every eight hours.

GKN DRIVELINE'S new plant in Oleśnica



The cornerstone has been laid!
In the background: the visualization of GKN Driveline's new factory.

• **GKN DRIVELINE**, the world's leading manufacturer of automotive driveline components, has begun the construction of another facility in Oleśnica. The cornerstone was laid on 29 July. On the previous day, Deputy Prime Minister JANUSZ PIECHOCIŃSKI and Deputy Minister of Economy ILONA ANTONISZYN-KLIK met with representatives of the company and congratulated them. GKN Driveline makes parts used by the largest car companies, including Volkswagen, Toyota, Porsche, Volvo and Audi. It currently employs almost 900 people.

We are looking forward to your future investments!



Aroma Car factory in Kalisz is ready

• "There was a moment when we realized that the premises we were renting imposed limitations on us. We had innovative ideas, we were looking for ways to put them in practice, but we simply didn't have enough room to do so," remembers TOMASZ RACZEK, President of **MTM Industries sp. z o.o.**, a manufacturer of Aroma Car air fresheners since 2008. Hence the decision to build a modern production and warehousing facility. The construction work progressed rapidly and after seven months the new facility with an area of 3,500 m² was ready. It makes use of state-of-the-art technologies to produce air fresheners that are sold in Poland and abroad. The company's constant development was appreciated by the judges in the Business Gazelles competition – it received the statuette for the most dynamically growing firm in the SME sector.

Driving will be much more pleasant now!



Promotion for Bolesławiec and not only



From the left: TEODOR STĘPA, Deputy President of the WSEZ "INVEST-PARK"; ILONA ANTONISZYN-KLIK, Deputy Minister of Economy; PIOTR ROMAN, Mayor of Bolesławiec; and representatives of Favorite Gifts Print Europe: JOOST VAN HELDEN, member of the board, and PAWEŁ ZECH, Managing Director in Bolesławiec

• **FAVORITE GIFTS PRINT EUROPE**, a Dutch family company producing advertising materials, has been the newest investor in Bolesławiec. Representatives of the company received the official permit to conduct business activity in the zone from ILONA ANTONISZYN-KLIK, Deputy Minister of Economy. The company has moved in to a production floor built by the Wałbrzych zone. It will invest here almost 9.5 million zlotys and employ at least 50 people.

"We have already recruited the first candidates and we are building a very good team. There are many young people who connect their future with the region and with our firm. Some of them have even returned from Ireland and the UK because they have prospects for development here," said PAWEŁ ZECH, Managing Director of Favorite Gifts Print Europe in Bolesławiec.

Good luck!

WE WOULD LIKE TO INVITE ALL THE FIRMS IN THE WSEZ TO SEND YOUR CONTRIBUTIONS TO THIS COLUMN.

Write to us at:
ipi@invest-park.com.pl



THE FOOD INDUSTRY IN POLAND

A SECTOR WITH POTENTIAL

Over the last two decades, the food industry in Poland has undergone significant changes. According to the analysts of the Polish Information and Foreign Investment Agency (PAIiZ), it was among those industries that were quickest to recover after the political transformation. What is more, the food sector has become an important driver of economic growth. Thanks to constant technical, technological and organizational advances, Poland has become one of the most modern and innovative European food producers.

The industry's development accelerated rapidly after Poland joined the European Union. It was connected with large amounts of subsidies and subventions, both before and after the accession, which enabled the manufacturers to adapt their production facilities to EU standards. Once the European markets opened, exports grew considerably. According to the data of the Ministry of Economy and the PAIiZ, they more than trebled between 1994 and 2012, from €5 billion to €17.5 billion. The trend has continued in the last two years.

OVERCOMING THE CRISIS

Although the problems connected with eastern markets (brought about by the Russian embargo, in particular) as well as those in North Africa and the Middle East caused a lot of anxiety, the industry has come up trumps. Looking for new markets, changing the sector of operation (wherever possible) and consolidation efforts (leading to lower prices) brought positive results. Some would go as far as to say that there is a real chance to break into new markets. However, the shift has not been painless. By examining the data of the Ministry of Finance, BGŻ BNP Paribas analysts showed that in the first six months of this year the exports of Polish dairy products decreased to €790.1 M, which means a 20 percent drop

on the previous year. This decline can be partially explained by exceptionally large exports last year as well as a significant decrease in food prices in global markets. We must not forget either that in spite of the huge progress made in the last 20 years, we are still "catching up" with the rest: for example, the degree of automation and robotization in the dairy industry in Poland is almost 20 times lower than in Germany. It becomes immediately noticeable whenever global problems arise. Among the recipes to improve Poland's competitiveness is the creation of a common distribution network for the entire dairy sector. This solution has been discussed earlier this month by the presidents of the 15 largest Polish dairy cooperatives (including OSM Piątnica, Mlekovita, Mlekoop, SM Gostyń and Łowicz).

STRENGTH LIES IN SMEs

ANDRZEJ FALIŃSKI, General Director of the Polish Trade and Distribution Organization, said in his interview for Puls Biznesu that he expects foreign chain stores to become an important conduit for exporting Polish food to other countries. These exports are not included in any statistics; however, they are estimated to be worth about 8-10 billion zlotys. Within the next five years, these numbers may increase by a further 5 billion zlotys, mainly thanks to small and medium-sized firms. According to statistics, about 80% of Polish food and agricultural products is exported by just 7% of enterprises. This proportion is likely to change because SMEs are still producing 30-40% less than their maximum capacity.

INNOVATION AND POLISH CAPITAL

The food industry is surely about to face many new challenges and surprises connected with the necessity to adapt itself to the chopping and changing geopolitical reality and the rising expectations of today's customers. **ILONA ANTONISZYN-KLIK**, Deputy Minister of Economy, is worried about the low level of Poland's food processing industry.

"I would like Polish firms to have larger potential in terms of food processing, not only at the level of individual farms, but globally.

Leaders in the region

In the fall of 2014, the "Ranking of 800 largest food companies in Central Europe" was prepared on the basis of the Bisnode international database of enterprises. The ranking encompasses Polish, Czech, Slovak, Slovenian, Hungarian, Croatian and Serbian companies. All the ten largest food companies operate in Poland. Our country looks impressive when compared with other countries in the region, which demonstrates the strength and importance of Polish food companies in this part of Europe. It must be noticed, however, that although the top ten companies are Polish, it is not Polish capital that prevails. With respect to that, Imperial Tobacco takes the top notch, followed by Kompania Piwowarska and the Animex Group. The consecutive places are held by the Żywiec Group, JTI, the Maspex Group, Sokotów, Nestle, SM Mlekoop and SM Mlekovita.

THE ZONE FOR GOURMETS

There are 13 food companies in different subzones of the WSEZ "INVEST-PARK". Another eight firms produce packaging, foils, self-adhesive labels, display stands and advertising materials used in the food industry.

We write more about The Zone for Gourmets on the subsequent pages.

Ideally, it should be linked with Polish capital. Innovations are necessary, and that is why we are planning to tighten the cooperation with Wrocław University of Environmental and Life Sciences," she said. Mrs. Antoniszyn-Klik also believes that the next challenge for researchers and scientists is food preservation. "What markets expect is fresh and healthy products with long shelf life, without the harmful chemicals. This need is already being addressed, e.g. by special foils for storing food, novel methods of drying or freezing," she explained.

The intensification of development has recently been discussed by **SŁAWOMIR PIOTROWSKI**, President of CSI Słowianka from Szczecinek. He thinks that many small and medium-sized enterprises have not exported their products before because they could not afford it. At present, however, they are more willing to look for opportunities to grow beyond Poland – they sign contracts with foreign partners or present their offer at international trade fairs. According to Mr. Piotrowski, even small enterprises are forced to diversify their export destinations.

A SIGNIFICANT INDUSTRY

The food industry covers a very wide array of economic activities. It is made up of firms that process animal products (e.g. the meat and dairy industries), agricultural products (e.g. production of grain, pasta, fruit, vegetables), secondary food products (e.g. baking, confectionary, production of animal feeds, food concentrates, soft drinks), and alcohol producers. The products can vary from relatively unprocessed (as in the case of animal slaughter and meat cutting) to highly advanced ones (e.g. lyophilized food).

The importance of the food sector cannot be overestimated.

"The food industry generates more than 13% of Poland's GDP, and the cumulated value of all investments in this sector is €9.5 billion," said President of the PAlIZ **SŁAWOMIR MAJMAN** at a conference this year. In July, 2014, the food industry was named one of the

strategic sectors of the Polish economy. And what are its perspectives right now?

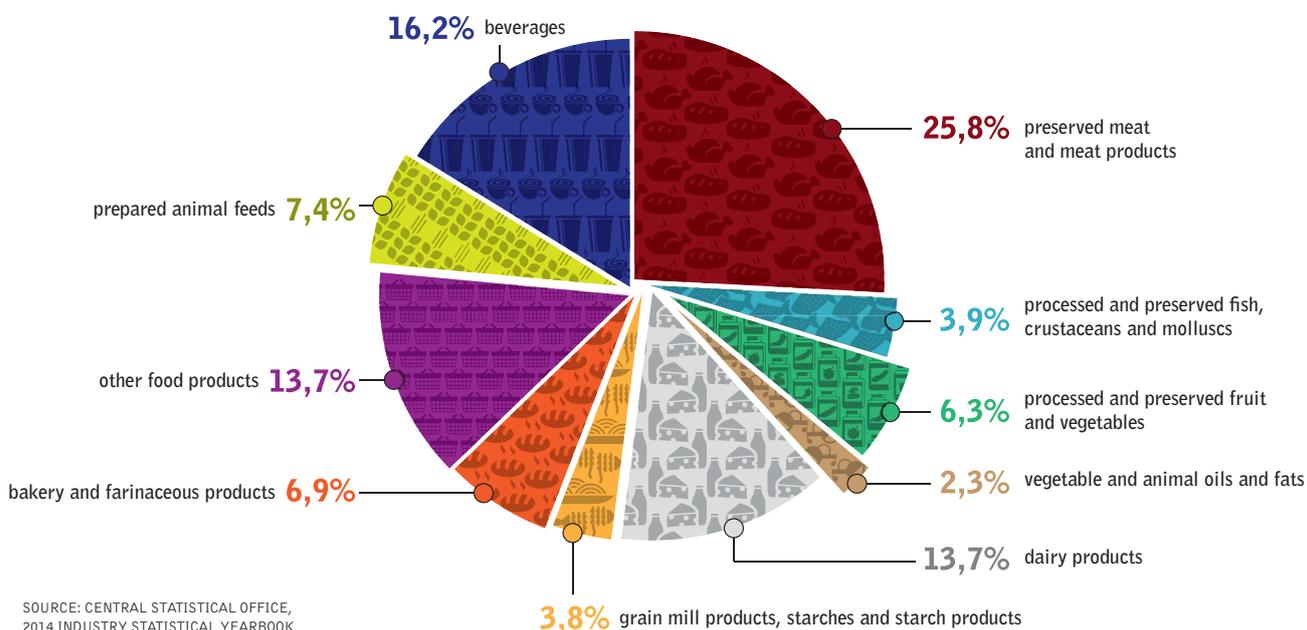
ECONOMIC PATRIOTISM

Polish food producers hold all the aces now. The prices of food are on their side, as is the positive opinion about Polish food in the world and relatively low prices of their shares on the stock exchange. **MAREK CZACHOR**, of Erste Securities Polska, predicts that the performance of food producers will increase, which will translate into higher share prices. Food companies are successfully bringing out new categories of products, consolidating the Polish market by means of organic growth, and exporting ever greater quantities. In spite of the Russian embargo, the total value of Polish food sold abroad exceeded €21 billion in 2014. "In my opinion, there are practically no limits to the development of Polish food companies abroad at the moment," says Mr. Czachor. "Polish food is characterized by high quality, so it can lead to the expansion in the European market. Having steadily increased in the last few years, the value of Polish food exports is very significant."

We must not forget about the domestic market, including the distribution of food products (according to PMR researchers, the value of the Polish food market will reach almost 243 billion zlotys in 2015, an increase of 2.1% on the previous year). Although the newest international survey by the International Society of Political Psychology reveals that Poland is one of the six countries with the lowest level of acceptance of and pride in their political and economic achievements, which probably stifles the development of economic patriotism, the food industry is an exception here. Poles are willing to buy Polish food and they often emphasize its superior quality. The phenomenon of patriotic consumerism is often connected with the organic food market, which is growing dynamically in Poland. Its worth is estimated at 700 million zlotys. ■

⇨ **TOMASZ MIARECKI**

Wartość produkcji sprzedanej wyrobów spożywczych i napojów w 2013 roku (dane w procentach)



SOURCE: CENTRAL STATISTICAL OFFICE, 2014 INDUSTRY STATISTICAL YEARBOOK

THE ZONE FOR

FOOD PRODUCERS IN THE WSEZ "INVEST-PARK"

BAMA EUROPA

- 📍 OŁAWA
- 🏪 frozen cakes with fruit filling

BIG PIEROGI

- 📍 OPOLE
- 🏪 ready-made products and additives (dumplings, sauces)

CEDROB

- 📍 KLUCZBORK
- 🏪 ready-made feeds for farm animals

DINO KROTOSZYN

- 📍 KROTOSZYN
- 🏪 logistics center, meat processing, ready-made meals, bread baking

FSB PIEKARNIA STRZEGOM

- 📍 STRZEGOM
- 🏪 hamburger and cheeseburger rolls, tortillas, croissants

PRODUCERS OF PACKAGING AND WRAPS FOR THE FOOD INDUSTRY IN THE WSEZ "INVEST-PARK"

ID TECHNOLOGY POLAND

- 📍 WROCŁAW
- 🏪 specialist self-adhesive labels, material conversion

 ID technology

IMOLA

- 📍 LESZNO
- 🏪 plastic packaging (aluminum bags, disposable plastic bags, etc.), warehousing services

 IMOLA
WAREHOUSING AND LOGISTICS

AQUILA BRZEG

- 📍 SKARBIMIERZ
- 🏪 corrugated cardboard

 AQUILA
tektura falista



GOURMETS



UNITED EUROPA

alino
najbliżej Ciebie

OLEOFARM
FABRYKA ZDROWIA

KING CHICKEN FEED

📍 ŻARÓW
🏪 safe animal feed mixtures and concentrates

KING CHICKEN FOOD

📍 ŻARÓW
🏪 poultry products

LORENZ SNACK-WORLD LOGISTICS

📍 OŁAWA
🏪 distribution center

MONDELEZ POLSKA PRODUCTION

📍 WROCŁAW, SKARBIMIERZ
🏪 chocolate products, batons, wafers, chewing gums

OLEOFARM

📍 WROCŁAW
🏪 cooking oils, dietary supplements

PASTA FOOD COMPANY

📍 OPOLE
🏪 ready-made pasta meals (lasagna)

UNITED EUROPA

📍 ŚREM
🏪 meat processing

VASCO-TECH

📍 ŚWIEBODZICE
🏪 sweeteners

There are **21** companies representing the food industry or packaging producers in the WSEZ "INVEST-PARK."

These companies have jointly invested **2.45 billion zlotys** and employ **2,712** people.

They operate on **173,37 ha**, which constitutes **6%** of the entire territory of the zone.

CEDROB

WALKI
📍 WROCŁAW
🏪 paper products, paper processing, plastic packaging, aluminum

FLEX FILMS EUROPA
📍 WRZEŚNIA
🏪 plastic products (including foil for chips packaging)

DS SMITH ŚLĄSK
📍 OŁAWA
🏪 carton packaging, carton display stands

TFP-GRAFIKA
📍 ŚREM
🏪 glass, plastic, wood and metal display stands

GREAT MAPLE COMPANY
📍 SKARBIMIERZ
🏪 polypropylene foils for food packaging and laminating, labels

The 5th NATIONAL CONGRESS OF FOOD INDUSTRY

WWW.FOOD.CWKOPOLE.PL



Workshops, Conferences

- Conference: „Modern poultry industry as a guarantee of quality”
- Conference: „Opole Forum Agro-Food Industry: Belarus, Kazakhstan, Russia and Armenia”
- Conference BPCC: „Doing Great Business with Great Britain!”



Matchmaking

Congress will be attended by representatives of global corporations whose plants are already operating in the Opole region. It will establish new business contacts, among others with Pasta Food Company, GoodMills, Brewery Namysłów, Danone Nutricia, Mondelez, Lesaffre and Nestlé...



Trade fairs, exhibitions

The 5th National Congress of Food Industry is going to be an excellent occasion to acknowledge the new investment and trade relations. Congress participants have the opportunity to rent promotional stands. The total is accompanied by a special banquet, allowing for unofficial talks and building personal relationships.



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Cedrob animal feed production plant in Gumowo

CEDROB SA

LEADER

WITH POLISH CAPITAL

Hams and loins, cold meat in aspic, mortadellas and frankfurters, smoked products, fresh and frozen poultry – these products sold with the characteristic logo of a red rooster are well-known to many consumers. Their producer, **CEDROB**, is the market leader among Polish makers of meat and poultry. The company was established in 1991 by a group of friends, who have continued to develop it ever since. Part of the firm includes Poldrob, a privatized state company that was modernized by the new owners. The portfolio of the Cedrob group of companies includes chicken farms, hatcheries, abattoirs, meat processing plants, own shops and chicken feed production factories, which supply the feed for Cedrob’s farms.

Cedrob invested in the feed production plants because it increased the profitability of the entire group and decreased the risk of charging higher prices by external feed providers. Chicken farmers who provide Cedrob with poultry are supplied by chicken feed plants in Gumowo and Raciąż. Another animal feed production plant is going to be constructed in Kluczbork, within the Wałbrzych Special Economic Zone. **The plant will be built at a cost of 70 million zlotys, and at least 70 people will be employed there.**

STATE-OF-THE-ART ANIMAL FEED PLANTS

The plants in Gumowo and Raciąż use advanced technologies, and the entire production process is automated. Each stage of the production is controlled by software, which simultaneously archives the course of everything that happens from the admission of raw materials to dispatching ready-made feed. The feeds produced by Cedrob have enabled the company to achieve the highest production volumes in

the last eight years. However, the process of making the feed mixtures is very complex. Top specialists in animal and feed production, nutrition experts, laboratory engineers, logistics specialists and drivers are needed at all the stages. Cedrob employs almost 300 people.

As the company spokesperson informed, Cedrob will now be looking for workers with similar qualifications to be employed in Kluczbork, where the plant will use equally advanced solutions.

GOOD FEED = SAFE FOOD FOR PEOPLE

Cedrob’s feed production plants use the process of granulated feed hygienization, which reduces the presence of pathogenic bacteria to a minimum. The proper selection of components and additives ensures an optimal balance of the feed mixture, which provides the animals with all the necessary nutrients, minerals and vitamins. As a result, the animals are in better health and less likely to suffer from sicknesses or developmental disorders. This process of “healthy pro-



duction” improves the quality of animal products.

FLYWHEEL FOR OTHER PRODUCERS

Each year, Cedrob uses in its production 400,000 tons of grain. The group cooperates with 6,000 farms all over Poland. It is the largest buyer of crops as well as wet and dry corn in northern Mazovia. Due to the fact that corn is dried at Cedrob’s own plants, it can be purchased from smaller farms that do not have their own drying mills.

Farms cooperating with Cedrob can keep steady production volumes for a reliable purchaser. A large investor provides a boost for the local economy and activates agriculture. ■

➔ **JACEK SERDECZNY**

OLEOFARM

PRODUCTS TO YOUR HEALTH!

Cold-pressed linseed oil and other linseed products, natural unsweetened juices, vitamins for infants, dietary supplements in pills, liquid or powder, oils from exotic plants – these are but a few of the products made by **OLEOFARM**, a dynamically growing firm with Polish capital.

The high quality of Oleofarm's products stems from systematic research done in the company's own laboratory as well as in external labs of Wrocław University of Environmental and Life Sciences and Wrocław Medical University. In order to be up to date with the world of science, Oleofarm's employees often participate in trade fairs, medical conferences, symposiums and congresses. It enables them to constantly improve their qualifications, exchange opinions and experiences.

LINSEED FROM THE VERY BEGINNING

"The company was set up in 2002 by **MAREK CHRZANOWSKI** and **LESZEK STANECKI**," says **JOANNA GUZICZAK**, member of Oleofarm's board and its Finance Director. At first it was a civil law partnership, which was later transformed into a limited liability company. "But it is still controlled by the same Polish owners," she adds.

Initially, Oleofarm produced oil for the pharmaceutical industry. It was pressed at the company's plant in Pietrzykowice near Wrocław. As the company grew, new products were developed and sold under Oleofarm's brand. "This way we created LenVitol, our flagship product. It is a cold-pressed linseed oil which constitutes the basis of a special diet for ill or health-conscious people," Mrs. Guziczak adds. In order to popularize the healthful properties of linseed oil and the OleofarmVitol diet, dieticians gave a series of lectures in various Polish cities. At the same time, the company was developing its "oils of the world" range, which today includes almost 20 oils. During the next few years, Oleofarm's product range was expand-

ed to include healthy juices. "Their uniqueness stems from the fact that they are one hundred percent natural juices, undiluted and unsweetened," Mrs. Guziczak emphasizes. It was at that time when the company received its first awards for producing healthy foods, particularly cold-pressed oils from seeds of plants from all over the world.

DEVELOPMENT WITH PRIZES

In 2009, Oleofarm began cooperation with the Wałbrzych Special Economic Zone. "The owners were looking for the right site for a new factory because the production volumes of the plant in Pietrzykowice were insufficient. We were unable to increase production capacity and we were short of warehouse space. We were forced to rent spaces in several locations," Mrs. Guziczak remembers. The owners were well aware of the benefits resulting from investing in the WSEZ, especially tax exemptions. "It was our first investment of this kind. We successfully managed to complete the construction of the new facility," Mrs. Guziczak adds.

After that, the company went from strength to strength. In 2010, it organized the first medical conference "Current events in neonatology and pediatrics", which was attended by 150 doctors from all over Poland.

In the following year, one of the company's products, Collaflex, received the Pharmacy Professors' Prize, which is awarded to trustworthy and honest producers of supplements whose properties are scientifically proven. Soon, another six products made by Oleofarm received the same prize. The successful streak

was crowned with the receipt of the Good Brand logo, which is a token of appreciation for the best, most dynamically growing and most recognizable brands in the Polish market.

By that time Oleofarm had already established its image of a thriving company by organizing the International Neonatology Conference in the Książ Castle near Wałbrzych. It attracted more than 300 doctors. The conference was held under the

Oleofarm has received numerous prizes and awards. Both its products and the company itself are highly regarded. Last year, Oleofarm came first in a competition for medium-sized enterprises organized by the National Labor Inspectorate under the motto "The employer – the organizer of safe work"; it also received an award in the "Business Gazelles" competition for being one of the most dynamically growing firms.





LenVitol, a cold-pressed linseed oil, is Oleofarm's flagship product

Oleofarm has already received three permits to conduct business activity in the WSEZ "INVEST-PARK". The company has invested more than 20 million zlotys and employs over 300 people



patronage of the neonatology departments of Medical Universities in Poznań and Wrocław.

Today, three years after the construction of Oleofarm's plant in the WSEZ finished, it is about to embark on a new project – the expansion of the plant and its technological lines. The company has already received a permit to carry out this investment, which is scheduled to begin next year. As a result, its product range will be further extended to ensure growing sales.

HEALTHFUL INNOVATIONS, NUTRITIOUS PROMOTIONS

As Joanna Guziczak emphasizes, Oleofarm's products are increasingly innovative and technologically advanced. "It could be illustrated with our most recent project, 'The implementation of a technology for producing carbohydrates-free powdered oil by means of spray drying,' which received a subsidy within the Regional Operational Program. The results of this project will be used to develop Dekarcenal, an innovative product for people suffering from cancer. This product is part of a special diet that we have developed, called OleoKeto, which provides all the nutrients while limiting the intake of carbohydrates (sugar), because they create an environment in which cancer cells can thrive," Mrs. Guziczak explains.

The company brings out new products each year to fulfil its mission, which is the promotion of a healthy lifestyle. "We know that our customers want to eat a healthy diet and are increasingly aware of what is best for their health. We listen to them carefully and we do our best to meet their expectations," Mrs. Guziczak says.



The quality of Oleofarm's products is checked in its in-house laboratory, among others.

The company invests significant amounts in media advertising and other promotional activities. It also runs a Facebook profile "Oleofarm for beauty", aimed at women who would like to look after their health, beauty and emotions in a responsible way. The company's internet shop addresses the needs of those constantly on the move by enabling online sales and providing them with professional advice. Since the promotion of a healthy diet is Oleofarm's mission, the company organizes free specialist lectures for organizations connected with healthy lifestyle: associations, Universities of the Third Age, fitness clubs. The lecturers are professional dieticians, biochemists or nutrition specialists. It is no accident that the phrase "Health Factory" is prominently featured on Oleofarm's website. ■

↔ **BARBARA SZELIGOWSKA**



LET'S GET TO KNOW EACH OTHER: PERSONALITIES IN THE ZONE

■ JOANNA GUZICZAK, MEMBER OF THE BOARD OF OLEOFARM SA, FINANCE DIRECTOR

She has been working for Oleofarm since 2008. Previously she worked for food and pharmaceutical companies. She is an experienced expert in company finance and taxes.



PASTA FOOD COMPANY

A TASTY INVESTMENT

The construction of Past Food Company's new facility in the Opole subzone of the Wałbrzych Special Economic Zone cost more than 80 million zlotys. The company produces lasagna, especially for the Biedronka chain of stores. The facility in Opole is the most modern factory belonging to the French-Belgian corporation.



The company will initially employ 50 people. This number will ultimately triple. In the photo from the left: DIRK GOEMINNE, Managing Director of Ter Beke; GILBERT SCHMITT, President of Stefano Toselli; DOUGLAS HAMER, President of Stefano Toselli; MACIEJ WAJS, Managing Director of the new facility

The food industry has always been strong in Opolskie Province. Thus it should come as no surprise that we have decided to invest in this region," said **MACIEJ WAJS**, Managing Director of the facility. "We can deem the project completed. Now the Belgians and the French will produce Italian food in Poland," he jokingly added.

The construction of the facility has been a joint venture of the French company **STEFANO TOSELLI**, the market leader in the production of chilled lasagna, and **TER BEKE**, a Belgian producer of fresh food. Initially, 50 people will be employed at the facility, although the plans are much more ambitious.

"We hope to attract not only new Polish customers, but also to enter other European markets. Our aim is to hire at least 150 people in Opole and reach an annual turnover of 250 million zlotys," revealed **DIRK GOEMINNE**, Managing Director of Ter Beke.

The Opole facility has a floor area of 8,000 m². It has been equipped with state-of-the-art production lines for making lasagna. Its construction took two years.

"When the cornerstone was being laid, it was raining heavily, and we were wondering if it had not been a mistake to locate our investment here," laughed Douglas Hamer, President of



The first production line has been launched in Opole. Pasta Food's lasagna is an easy and tasty dish without preservatives



New quality: lasagna made in Poland!

- After two years of construction, Pasta Food Company's new facility in Opole became operational.

Innovative technology lines are used on an area of 8,000 m² to make lasagna.

During the official opening of the new facility, Deputy President of the WSEZ "INVEST-PARK" TOMASZ JAKACKI presented MACIEJ WAJS, Director of Pasta Food Company, with a congratulatory letter and a commemorative agate.

Stefano Toselli. "But today the sun is shining. We are opening a modern factory and we have a wonderful team," he emphasized.

"Back then, I already knew that rain was a positive sign for a food company. No crops can be grown without it," said **TOMASZ JAKACKI**, Deputy President of the Wałbrzych Special Economic Zone "INVEST-PARK". "New jobs have emerged together with the factory. As the investors assure us, they are not going to rest on their laurels."

The Wałbrzych Special Economic Zone has more than 40 ha of free land available to investors in Opole. There are currently 11 companies functioning within the subzone, which have invested 220 million zlotys and created 800 jobs. ■

⇨ **JACEK SERDECZNY**

THE **PASTA FOOD**
COMPANY



There was a sweet surprise to mark the opening of the new facility – a cake in the shape of a lasagna

Plots for investors in **KSIAŻ WIELKOPOLSKI, LEWIN BRZESKI, DABROWA** and **NIEMODLIN**

ADDITIONAL 190 H FOR ENTREPRENEURS

Even the most automated production processes and cosmic technologies need people, who ultimately make or break the company. Best managers must be surrounded by involved and motivated employees, and companies thrive in an open and friendly environment. Below we present some locations that offer the best conditions to work and relax. These regions are waiting for your investments.

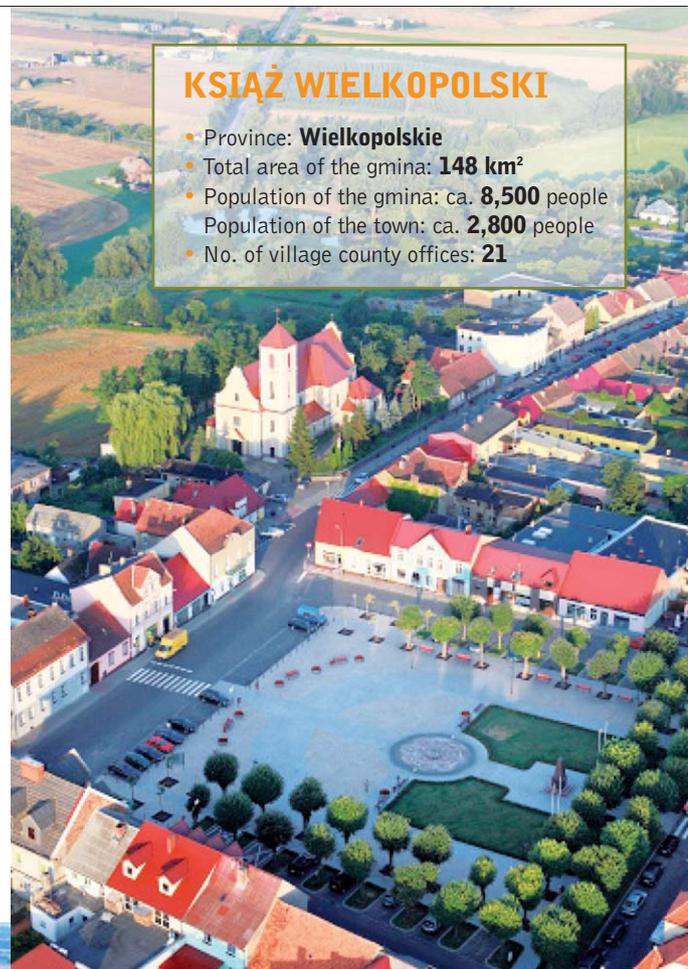
Książ Wielkopolski: 48 ha

A PERFECT PLACE TO WORK AND RELAX

Situated at the heart of Wielkopolskie Province, barely an hour from its capital Poznań, the region of Książ Wielkopolski will surprise you with its beautiful and varied landscape near the Warta river and Krzywińskie Lakeland.

If you are looking for a pristine and environmentally-friendly place to live, you will find it near Książ Wielkopolski. Those who prefer to rest in an active way will find well-equipped leisure centers on the Warta and Jarosławskie Lake.

The centre of the gmina: Książ Wielkopolski, a town that went down in Polish history after the insurgents' heroic defense during the Spring of Nations in 1848, enchants the visitors with its atmosphere, in which history harmoniously coexists with the present and where the local community truly cares about the future.



KSIAŻ WIELKOPOLSKI

- Province: **Wielkopolskie**
- Total area of the gmina: **148 km²**
- Population of the gmina: ca. **8,500** people
- Population of the town: ca. **2,800** people
- No. of village county offices: **21**

PHOTO: COURTESY OF THE ADMINISTRATION OFFICE OF THE GMINA OF KSIAŻ WIELKOPOLSKI

The area covered by the WSEZ is allotted for economic activity, partially connected with the exploitation of construction ceramics deposits, so it is particularly attractive to investors from this industry.

- surface area: **48 ha**
- flat land situated in Radoszkowo, near a local road
- **14 km** from National Road no. 11
- **50 km** from the A2 Motorway

ECTARES URS



Lewin Brzeski: 31 ha

FIRST-CLASS LAND FOR INVESTING AND RELAXING

The gmina of Lewin Brzeski lies between Opole and Wrocław, in close proximity to the main traffic routes and railroads connecting Lower Silesia with southern Poland. It is an attractive destination for people wishing to escape the bustle of larger cities, such as Opole, Brzeg and Wrocław.

The region offers amazing opportunities to relax after work – two water reservoirs in Ptakowice, a lake in Lewin Brzeski complete with a 126-meter long pier and a beach with many facilities, forests and meadows, hills with a spectacular view, walking and cycling paths along the Nysa Klodzka river.

The main form of economic activity in the gmina is construction and other services connected with it. One of the largest factories functioning in the industrial zone is Strubonet, a producer of concrete posts. Another important company with a long tradition is MERA SA, a manufacturer and seller of stairs and wooden elements of stairwells.



LEWIN BRZESKI

- Province: **Opolskie**
- Total area of the gmina: **159.7 km²**
- Population of the gmina: ca. **13,700** people
- No. of village county offices: **20**



PHOTO: COURTESY OF THE ADMINISTRATION OFFICE OF THE GMINA OF LEWIN BRZESKI

The investment plot covered by the WSEZ was the winner of a prestigious national competition "First-class Land" in 2008.

- surface area **31 ha**
- flat land with access to technical infrastructure and a railway siding of the Wrocław-Katowice line, situated near the local and provincial road no. 458
- **1,5 km** from National Road no. 94 Cracow-Wrocław
- **18 km** from the A4 Motorway



A neo-Renaissance castle in Dąbrowa from the 17th c.; below – Prószkowski Stream in Niewodniki

DĄBROWA

- Province: **Opolskie**
- Total area of the gmina: **130.84 km²**
- Population of the gmina: ca. **9,500** people
- No. of village county offices: **15**



The investment plot covered by the WSEZ is situated near Karczów. Due to its size, it can be used by a large strategic investor.

- surface area: **109 ha**
- a plot with a regular shape that can be easily connected to utility infrastructure
- at the fork of National Roads no. 46 and 94, which will be turned into a roundabout to enable easier access to the plot
- **8 km** from the A4 Motorway (the Prądy interchange)
- **10 km** from Opole
- river ports: **10 km** (Opole), **100 km** (Wrocław), **80 km** (Gliwice)
- railroads: **3 km** (Dąbrowa), railway siding: **16 km** (Opole)
- international airport: **90 km** (Wrocław)



PHOTO: COURTESY OF THE ADMINISTRATION OFFICE OF THE GMINA OF DĄBROWA

Dąbrowa: 109 ha

GREEN, PEACEFUL AND SAFE

Dąbrowa is located in direct proximity of Opole, the capital of the province. Although relatively little known, it is a unique place for tourists yearning for close contact with nature. Those who are looking for peace and quiet, nature photographers, mushroom pickers and enthusiasts of bike trips outside the city will love it here.

What visitors will particularly appreciate are the routes along the Oder, vast farmlands, lack of heavy industry or noisy commercial centers. The cycling routes consist of over 60 km of well-marked paths across the fields and forests. The main cycling route goes across nine towns. There is also a route in the protected area of the Niemodlin Wild Forest alongside many others in the valley of the Oder. Cycling along the routes can also take you to the neighboring gminas

of Niemodlin and Lewin Brzeski, and then on and on... The greatest enthusiasts of long bike trips will even venture across the Nysa County to Jeseník in the Czech Republic.

The cycling route crosses National Road no. 46 in just one place, but it is a safe crossing due to the presence of traffic lights. Opole can be reached via Sławice. Wherever you go, you will appreciate the harmony of nature, the pristine beauty of the Niemodlin Wild Forest or the Prądy Nature Reserve, rare bird species (harriers, cormorants,

woodpeckers, black storks) and the picturesque paths and ponds.

The gmina has a well-developed network of roads and lies close to the Oder river route. Another of its important assets is the Wrocław-Bytom railroad no. 132, whose significance is international.

If that was not enough, the gmina offers some of the lowest tax levels in the entire province. The local authorities are always willing to talk to potential investors about special tax exemptions.

Niemodlin: 2 ha

FOR SMALL AND MEDIUM-SIZED FIRMS

The gmina of Niemodlin lies in the central and western part of Opolskie Province, just a few kilometers from the A4 Motorway and 30 minutes by car from Opole, the capital of the province. It is one of the largest gminas in the province.

Niemodlin is situated in a geographic area known as the Niemodlin Plain, right in the middle of a large complex of the Niemodlin Wild Forest. Surface water is abundant in the gmina, including ponds in particular, which is the reason why carp farming has been thriving here for many years. Niemodlin is home to companies operating in many different industries, such as agriculture, construction or food production. In the rural areas there are many successful poultry farms.

The history of the town dates back to the time of the Opole Duchy and the Piast dynasty who ruled it. It was granted town charter and a coat of arms in 1283. One of the most recognizable buildings in Niemodlin's old town is a castle, which was originally a castellan tower. In 1313 it was developed to become the seat of a local ruler, and in the mid-15th century, it was turned into a duke's castle surrounded by a wall and moat. This Gothic structure survived until the middle of the 16th century, when Niemodlin became private property of noble families. The post-Piast castle was rebuilt many times to adapt it to the needs of the ruling noblemen.

The gmina of Niemodlin is known for its tourist and natural attractions, including the Dendrological Garden in Lipno Park, which was created in 1782 and boasts many unique specimens of trees and shrubs from all over the world. Near the park there is a complex of swimming pools, built originally in 1935 as training facilities for Olympic athletes, and a rope park. The town has a well-developed sports and recreational infrastructure, which is often used during various events.

✦ **PAULINA SANTOS CORDEIRO SARAIVA**, Investment Department
WSEZ "INVEST-PARK"

The investment plot covered by the WSEZ is allotted mainly for small and medium-sized local companies:

- surface area: **2 ha**
- flat land in the industrial part of Niemodlin, with easy access to technical infrastructure
- next to National Road no. 94 Cracow-Wrocław
- railway siding: **0.9 km**
- **5 km** from the A4 Motorway

NIEMODLIN

- Province: **Opolskie**
- Total area of the gmina: **183 km²**
- Population of the gmina: ca. **13,200** people
Population of the town: ca. **6,400** people
- No. of village county offices: **27**

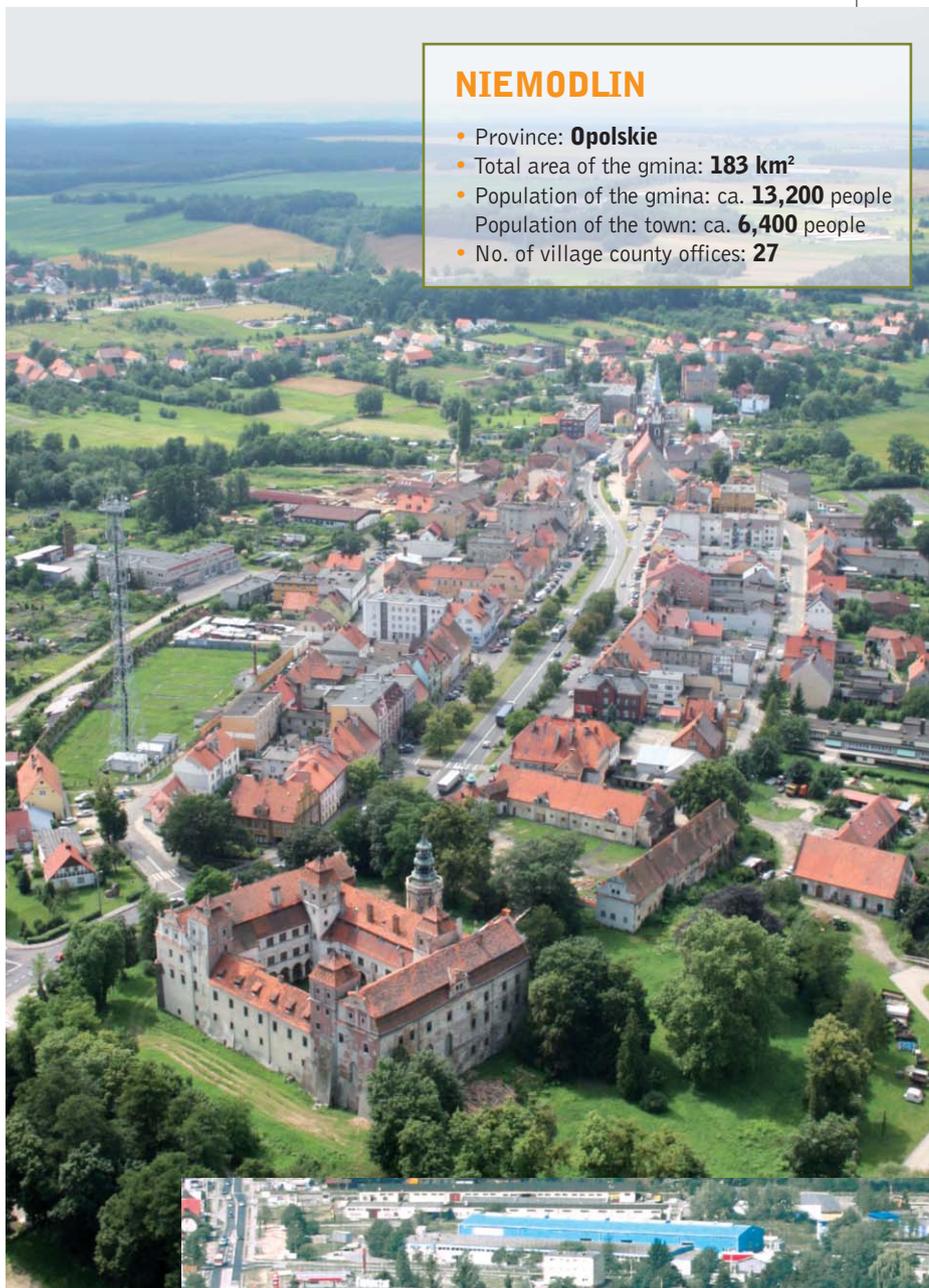


PHOTO: COURTESY OF THE ADMINISTRATION OFFICE OF THE GMINA OF NIEMODLIN



How to determine a company's size

ALL ABOUT THAT

In the previous issue of IPI we described the basic criteria for determining company status. As you remember, the size of a company conditions the amount of public aid received by it, the possibility of buying second-hand assets, or the period of maintaining the ownership of assets. SMEs are more privileged here in comparison with large enterprises, which results from the former's difficulty in raising finance and their relatively weaker position in the market with respect to large corporations.

Establishing the size of a company depends on its financial data (i.e. turnover or the balance sheet total) and staff headcount.

Apart from these basic facts, it is necessary to determine whether the company is an autonomous entity or linked (through capital or partners/shareholders) with other enterprises. A firm that formally meets the criteria for being classified as an SME but functions within a group of companies may operate in a way similar to a large enterprise and should not be entitled to privileges reserved for those entities whose market position is weaker. Whether a firm does belong to a group is established from a functional and economic point of view.

AN AUTONOMOUS ENTERPRISE

An autonomous enterprise is an enterprise that is not connected with any other enterprise, or holds less than 25% of shares or voting rights in another enterprise. In case of an independent enterprise, data concerning its employees and the financials are determined solely on the basis of its books.

However, a company will still be classified as autonomous even if 25–50% of its shares are owned by:

- public investment corporations, venture capital funds, individual or collective independent investors who invest in unlisted firms (business angels) provided the total amount of the investment does not exceed €1.25m,
- universities or non-profit research centers,
- institutional investors, including regional development funds,
- local self-governments whose budget does not exceed €10m and with a number of inhabitants lower than 5,000.

A PARTNER ENTERPRISE

A partner enterprise is an enterprise that holds (individually or together with at least one other connected enterprise) between 25% and 50% of the capital or voting rights in another enterprise.

Company status	Staff headcount (AWU)	Annual turnover (EUR)	or	Balance sheet total (EUR)
large	≥ 250	> 50 m	or	> 43 m
medium-size	< 250	≤ 50 m	or	≤ 43 m
small	< 50	≤ 10 m	or	≤ 10 m
micro	< 10	≤ 2 m	or	≤ 2 m

In case of a partner enterprise, the percentage of the staff headcount (expressed as AWU), turnover and balance sheet total of all the partner enterprises must be added. The percentage reflects the shareholding or voting rights (the larger figure is taken).

EXAMPLE

If enterprise A holds 33% of shares in enterprise B, in order to calculate the size of enterprise B it is necessary to consider 100% of AWU and financial data of enterprise B and 33% of AWU and financial data of enterprise A.

However, if at least 25% of capital or votes in an enterprise is controlled by one or more public entities, this enterprise cannot be considered an SME even if its financials and staff headcount indicate so. It results from the fact that a state-controlled enterprise may be in an advantageous position with respect to other firms financed with private capital.

STATUS



A LINKED ENTERPRISE

A linked enterprise is an enterprise in one of the following relations:

- the enterprise holds a majority of voting rights in another enterprise as a shareholder or member,
- the enterprise is entitled to appoint or dismiss a majority of the administrative, management or supervisory body of another,
- the enterprise has the right to exert dominant influence over another enterprise as a result of an agreement with that enterprise, its memorandum or articles of association,
- the enterprise is a shareholder or member of another enterprise and controls, individually or by agreement with other shareholders or members of that enterprise, a majority of voting rights of the shareholders or members of that enterprise.

In case of a linked enterprise, 100% of the data of all the linked enterprises must be added to its own data.

EXAMPLE

If enterprise A holds 70% of shares in enterprise B, in order to calculate the size of enterprise B it is necessary to consider 100% of AWU and financial data of enterprise B and 100% of AWU and financial data of enterprise A.

ALSO WORTH CHECKING:

- ✓ Annex I to Commission Regulation (EU) No 651/2014 of 17 June 2014 declaring certain categories of aid compatible with the internal market in application of Articles 107 and 108 of the Treaty Text
- ✓ Commission Decision of 7 June 2006 on State Aid no. C 8/2005, Nordbrandenburger UmesterungsWerke
- ✓ Judgment of the Court of First Instance of 14 October 2004 in the case Pollmeier Malchow GmbH & Co. KG v Commission of the European Communities, T-137/02.
- ✓ The new SME definition. User guide and model declaration

LINKS BETWEEN ENTERPRISES THROUGH NATURAL PERSONS

Another kind of link between enterprises may involve links through natural persons. These links should be taken into consideration when determining the status of the enterprise. For example, if a natural person owns two or more enterprises operating in the same or similar market, these enterprises should be considered linked because the owner influences the actions of both entities, e.g. by granting loans to each other, having a joint strategy or the same customers. For this reason, such links should be considered as important as owning shares in another enterprise.

CHANGING THE STATUS

If an enterprise exceeds the staff headcount or financial threshold in one year, it will not influence its status. However, its status will change if the same situation occurs two years in a row.

Exceptionally, when an SME is acquired by a large enterprise, it loses its status as of the date of acquisition and the period of two financial years that is normally required to change a company's status will not apply here. ■

⇨ ANNA ZIARKO

The author is a chief specialist at the WSEZ "INVEST-PARK" and an experienced consultant in public aid issues. Write to her: a.ziarko@invest-park.com.pl

VISIT US IN BOLESŁAWIEC

It is the fifth branch office of the WSEZ "INVEST-PARK". After Wrocław, Kłodzko, Opole, and Września, the time has come for Bolesławiec.

▼ The office officially opened on 16 September. The ribbon was cut by: EWA SONDAJ, Councilor of Bolesławiec County; TEODOR STEPA, Deputy President of the WSEZ; MARIAN HANISZEWSKI, Deputy Starost of Bolesławiec County; ILONA ANTONISZYN-KLIK, Deputy Minister of Economy; KORNEL FILIPOWICZ, Deputy Mayor of Bolesławiec; JAN COŁOKIDZI, President of Jan Zbylutów IV Sandstone Mine.



The WSEZ's new branch office will make it easier for entrepreneurs and self-government members to receive current information and professional assistance of the zone's administrator. It will also help to attract new investors.

A HALL ON CAMERA



▲ A photograph showing the production floor built by the WSEZ "INVEST-PARK" in Wałbrzych took the sixth place in a national competition for the best photograph of a commercial or industrial investment in Poland, which was organized by the Tereny Inwestycyjne Info portal. The readers of the portal could pick their favorites from among several dozen submitted photographs.



WELCOME TO THE ZONE!



Almost 100 people will be employed at the new factory of Kayser Automotive Systems in Kłodzko, which will be located in a production floor built by the WSEZ. The presidents of the company received a permit to conduct business activity from JANUSZ PIECHOCIŃSKI, Deputy Prime Minister and Minister of Economy. Kayser Automotive Systems GmbH is a German corporation that produces parts and components for various makes of vehicles, including Audi, Volkswagen, Volvo, and Porsche. It owns factories in Germany, Spain, Hungary, Mexico, the USA, and China. In the photo from the left: BARBARA KAŚNIKOWSKA, President of the WSEZ "INVEST-PARK"; JANUSZ PIECHOCIŃSKI, Deputy Prime Minister and Minister of Economy; KURT HEINZ BORTH, President of A. Kayser Automotive Systems GmbH; RALF JAKUBIAK, President of Kayser Automotive Systems Polska. ▲

We have run with TOYOTA!

▼ More than 200 participants from 27 teams competed in the ninth edition of the Ekiden run, organized by the Wałbrzych-based factory of Toyota Motor Manufacturing Poland. Among the contestants was INVEST-PARK TEAM. Part of the money raised during the event was donated to charity.



Ekiden is mostly addressed to the employees of Toyota's factory, although guest teams are also welcome to participate. The first team to cross the finishing line was "Biegaj – Zapobiegaj".

INVEST-PARK TEAM confirmed the saying that "it's all about fun" and finally took the 23rd place. In the photo: JACEK SERDECZNY, ROBERT WŁOCHAL, IZABELA MAŁEK, ANNA STEC, JORGE SANTOS, IWONA ŁUBKOWSKA, MICHAŁ KOZIOŁ, MAJA MAROŃSKA, and MACIEJ TYSZKA crossing the finishing line. ▲



OVERVIEW

INVESTMENTS FOR THE ECONOMY!

“Dolnośląskie Province is one of the best examples of understanding what entrepreneurs and the economy need. The catalysts for development are the special economic zones,” said Janusz Piechociński, Deputy Prime Minister and Minister of Economy, during a press conference held in Wrocław on 27 July.

He also named the three main drivers of economic growth: stimulating domestic consumption, steady growth of exports, and the development of potential for investment by enterprises in all sectors. Special economic zones are particularly important in stimulating investment, which was the reason why the conference was attended by ILONA ANTONISZYN-KLIK, Deputy Minister of Economy in charge of special economic zones, and BARBARA KAŚNIKOWSKA, President of the Wałbrzych Special Economic Zone “INVEST-PARK”.



EWA MAŃKOWSKA, Deputy Marshal of Dolnośląskie Province; ILONA ANTONISZYN-KLIK, Undersecretary of State at the Ministry of Economy, JANUSZ PIECHOCIŃSKI, Deputy Prime Minister and Minister of Economy; JOANNA BRŃNOWICKA, Deputy Governor of Dolnośląskie Province, BARBARA KAŚNIKOWSKA, President of the WSEZ “INVEST-PARK”

The WSEZ “INVEST-PARK” is planning to spend around 80 million zlotys on projects that will increase the attractiveness of its locations. Within the next few years, the zone will construct up to ten production floors available to investors.

“I am convinced that these facilities will attract new firms to the zone and contribute to the creation of jobs. Our experience confirms it,” said ILONA ANTONISZYN-KLIK, Deputy Minister of Economy, during a meeting with media representatives at the seat of the WSEZ “INVEST-PARK”.



Last year, the Wałbrzych zone coordinated a pilot program of building production floors for lease in Wałbrzych, Bolesławiec, Nowa Ruda, and Kłodzko. They decrease the entrepreneurs’ initial capital expenditure and make it possible for them to begin production more quickly. All the four halls are already being used by entrepreneurs. Two more floors – in Dzierżoniów and Września – are currently being built.

THE RIGHT WAY FOR BUSINESS



From the left, standing: RAFAŁ JURKOWLANIEC, President of the Legnica Special Economic Zone; ROBERT RADOŃ, Director of the Wrocław branch of the General Directorate for National Roads and Motorways, ILONA ANTONISZYN-KLIK, Undersecretary of State at the Ministry of Economy, IWONA DYSZKIEWICZ, Director of the Wrocław branch of the Agricultural Property Agency, MONIKA GAŚTOROWSKA, Director of the Regional Development Department of the Polish Foreign Investment and Information Agency. Signing the agreement: BARBARA KAŚNIKOWSKA, President of the WSEZ “INVEST-PARK”

▲ New investments and jobs along the S5 expressway – these are the main aims of the project “The S5 – Towards Good Investments”, which will lead to the construction of production floors and other facilities for rent. The agreement was signed in Żmigród on 17 September.

The project will be carried out by the Ministry of Economy, governmental institutions, special economic zones (Wałbrzych, Legnica, Kamienna Góra, Kostrzyń-Słubice, Pomeranian), and self-governments. It is yet another project (after the ones connected with the construction of the S3 and the S8) aimed at increasing the attractiveness of areas situated near expressways.

11th meeting of the HR Club



Next year, the rules concerning the conclusion of fixed-time employment contracts will change, as will parental rights. The 11th edition of workshops held as part of the “INVEST-PARK” HR CLUB was devoted to these issues. The changes in the regulations were explained by Piotr Wojciechowski, a lawyer, an independent expert in labor law and a former labor inspector.

“We have been meeting for two years already. I am very pleased to see that each subsequent meeting attracts a larger number of participants,” President of the WSEZ “INVEST-PARK” BARBARA KAŚNIKOWSKA said during the meeting.

The first edition of

INVEST-PARK

BUSINESS MIXER



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19.11.2015, 4 PM • Centennial Hall in Wrocław

Participation in the meeting is free of charge.

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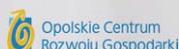
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