

OUR CHAMBER

Newsletter from Swedish-Polish Chamber of Commerce



Ebury

Our second Strategic Partner

IN THIS EDITION

You are reading the second edition of the newsletter Our Chamber, devoted to activities of the [Swedish-Polish Chamber of Commerce](#) and to activities of our members.

We are very pleased to note that the first edition appears to have found a few thousand readers.

We are proud of our members and their extraordinary capabilities. The purpose of this newsletter is to let the whole world know about them. We reach for the stars and we ask our readers to help to spread the word.

We are delighted to present in this edition of the newsletter our second strategic partner, the international foreign exchange solutions and currency strategy giant [Ebury](#). Ebury is one of the fastest-growing global fintech companies and one of the world's most trusted international trade service providers.

Strategic partnership is a recently launched concept allowing selected members whose capabilities, products and services are of a considerable interest for our com-

munity to enter agreements with us about mutual support. You can read more about strategic partnership on our website, <https://svenskpolska.se/en/start-english/>.

[Epiroc](#) is a global productivity partner for mining and infrastructure customers. We interview General Manager for the Baltics & Nordics region, [Andrzej Mielko](#).

[Alleima](#) is a global manufacturer of high value-added products in advanced stainless steels and special alloys, as well as products for industrial heating. Our Chamber has talked to [Mikael Blazquez](#), Head of Strategy and Mergers & Acquisitions and [Andreas Furukrona](#), Global Sales and Marketing Manager Nuclear.

We also interview founders and CEOs of two member firms providing market entry services in Poland and the Nordics, [Przemyslaw Piela](#), [Hugin Consulting and Fredrik Udd](#), [Explore Markets](#).

This is, of course, not everything we write about. You are warmly welcome to this chock-full second edition of the newsletter Our Chamber!

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NEW MEMBERS

Our task as a chamber of commerce is to support our members. Our strength lies in our members' successes and our job is to contribute to these successes by providing contacts, knowledge, a platform for networking and by always being ready to assist with advice.

You can find a list of all our members, with links to their websites at <https://svenskpolska.se/en/vara-medlemmar-en/>.

Here in the newsletter Our Chamber we will regularly welcome new members who have recently joined the Swedish-Polish Chamber of Commerce. We will also provide short descriptions of their business operations.

This time we warmly welcome new members since the previous issue of the newsletter in June 2023:

HELLO SWEDEN MEET ASD SYSTEMS

We provide industrial vending solutions to grow your business

ASD Systems



ASD Systems

Dedicated to revolutionizing the way businesses manage their inventory and streamline operations. The company's innovative vending solutions empower businesses to optimize their workflows, reduce waste, and boost efficiency. With a wide range of cutting-edge vending machines, vending 4.0 and IDS application, ASD Systems provides tailored solutions for industries such as manufacturing, automotive, logistics, and more. The company's intelligent systems offer 24/7 access to essential products, detailed reporting and analytics as well as seamless integration for effortless inventory management.

[Find out more](#)

Dentist Michael Tojzner

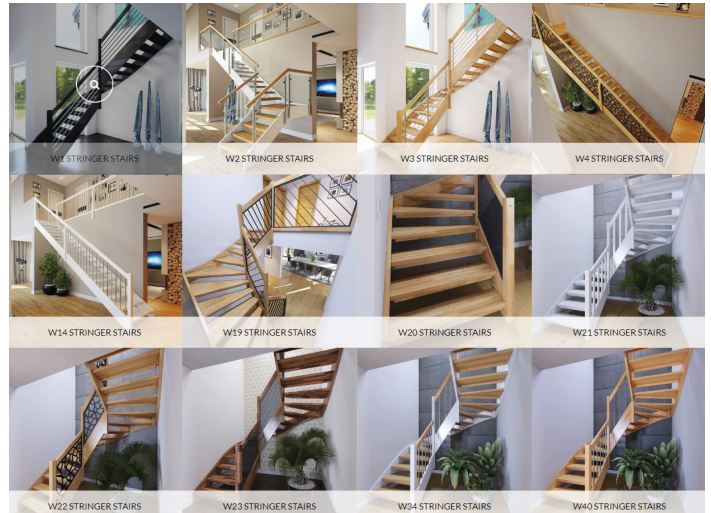
A Dentist with nearly 40 years of experience, located in Wachtmeisters väg 7, Malmö.

[Find out more](#)

EY Sweden

EY exists to build a better working world, helping to create long-term value for clients, people and society and build trust in the capital markets. Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate. Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.

[Find out more](#)



Chudziński Stairs

Specializes in comprehensive staircase construction, from consulting and design through production and installation anywhere in Europe. The company offers a variety of types and styles of stairs including stringer stairs, comb stairs, stairs on concrete, carpet stairs, cantilevered stairs, pin stairs and stairs on metal structure. The stairs are made of many different materials with a wide range of colors, including staining and finishing of usable surfaces with top-grade varnishes or oils. Each staircase comes with a 5-year warranty and service throughout Europe. Chudziński Stairs prides itself on its reasonable pricing and the high quality of products.

[Find out more](#)

Icambio

Icambio makes account management and currency exchange for enterprises easier. It provides solutions which allow businesses to better handle their accounts and currency transactions. All types of businesses, from privately owned enterprises to bigger companies can save money and time. Icambio is here to make the companies' lives simpler.

[Find out more](#)



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+48 609 410 006
www.imex-logistics.pl

- >>> NORDIC AND EUROPEAN MARKETS
- >>> OWN FLEET
- >>> FTL, LTL, ADR, OVERSIZED TRANSPORT
- >>> WAREHOUSE IN THE CENTER OF POLAND
- >>> CUSTOMS DEPOT



Imex Logistics

An independent transport, forwarding, and logistics company from Poland with its own diversified fleet consisting of over 150 vehicles, from trucks, through mega trailers to solos and small buses. The company specializes in comprehensive services for groupage and full truckload transport between Poland and Scandinavia. The company specializes in comprehensive services for groupage and full truckload transport between Poland and Scandinavia. Imex Logistics also provides transport of goods to Estonia, Latvia, Lithuania, Great Britain, Georgia and Turkey and throughout the European Union. It handles both one-off freight and permanent connections.

[Find out more](#)

Iderum

A company run by the digital streaming facilitator and idea management consultant Mats Waara, who from now on will provide technical support at our seminars. Iderum creates spaces where ideas are not only born but also thrive through creative collaborations. With tailor-made workshops and idea management systems, the company ensures that every thought receives the attention it deserves and is transformed into solutions that make a difference.

[Find out more](#)

Katowice Special Economic Zone

The best zone in Europe in 2015 – 2017, 2019 and 2021-2022 according to FDI Intelligence from the Financial Times group. There are currently over 600 enterprises operating in the zone and the total level of investment has reached around 10 billion euros. The Zone is strategically located in the center of Europe which makes it significantly attractive from the logistics and infrastructural perspective. It offers comprehensive investment assistance for domestic and international investors. It creates preferential conditions for investment by offering investment incentives (mainly in the form of a tax exemption amounting to between 30 % and 60 % of investment costs), prepared and developed investment areas (both greenfield and brownfield) and support in the investment process.

[Find out more](#)



EXPLORE Human Intelligence on Demand.

Platform tailored to connect you with the top marketing talent exactly when you need it.

Work smart. Pay by the hour. Get top results

Human Intelligence on Demand

Your trusted hub for elite marketing professionals and a platform tailored for hiring the marketing talent you need, right when you need it. The company delivers outstanding results, bills only for completed tasks, and relieves you from paperwork and the challenging recruitment. It provides the exact expertise you need in less than 48 hours, whether it's strategy, design, marketing automation, performance marketing, social media, content, growth, no-code, AI or any other aspect of digital marketing.

[Find out more](#)



www.kubo.net.pl

Kubo

Vendor in IT recruitment and outsourcing, providing staffing solutions tailored to specific clients' needs. Headquartered in Poland (Toruń) Kubo brings together almost 150 amazing employees. It boasts offices in key locations, including Gdańsk in Poland and Göteborg in Sweden, strategically positioned to serve clients as a local vendor for Nordic countries. The company's services cover the entire spectrum of the software engineering process, providing skilled professionals in both high and low-level projects across various platforms.

[Find out more](#)

MAXON Real Estate

A leading advisory firm that has been operating in the Polish real estate market for over 34 years. The scope of activity encompasses comprehensive services related to the residential, office, and industrial-warehouse real estate market. MAXON Real Estate offers a full range of services: it acts as an agent in sales or rentals. The knowledge and experience of the company's Experts, supported by an extensive network of contacts, allows for the development of optimal solutions and the creation of added value for Clients in every real estate sector.

[Find out more](#)

Metacon

An international energy technology company, listed on Nasdaq First North Growth Market, whose business idea is to commercialize small and large energy systems for the production of hydrogen, electricity and heat. The products are based on a patented technology that generates hydrogen through reforming of biogas or other hydrocarbons or turn-key plants for the production of hydrogen through electrolysis. The hydrogen can be used in the transport sector, industry and the real estate sector with a better environment and climate as a result.

[Find out more](#)

Poddstugan

Professional editing of podcasts and sound recordings as well as other podcast related services. Poddstugan deals with the full podcast-making process: podcast strategy development, editing, distribution and further promotion to ensure the most relevant and desired audience reach. The owner, Alicja Siarkiewicz is a long term podcaster and podcast producer with extensive experience in the industry. She manages a rich scope of podcast genres, to name a few: specialized podcasts, business-to-business, interviews as well as non-fiction. She works fluently in 4 languages: Swedish, Polish, English and Norwegian.

[Find out more](#)

Solwit

A leading software services and IT solutions provider specialized in end-to-end software services, embedded & IoT systems, cybersecurity and proprietary IT solutions. The company's partnership with tech giants like Google, Amazon, and Microsoft drives cutting-edge advancements, including AI and machine learning. With a team of 350+ experts, Solwit is ISO 27001 and ISO 22301 certified, reflecting the company's commitment to security and business continuity. Solwit has earned recognition in esteemed rankings such as Deloitte Technology Fast 500, Financial Times FT1000, and Clutch Leader 2022.

[Find out more](#)



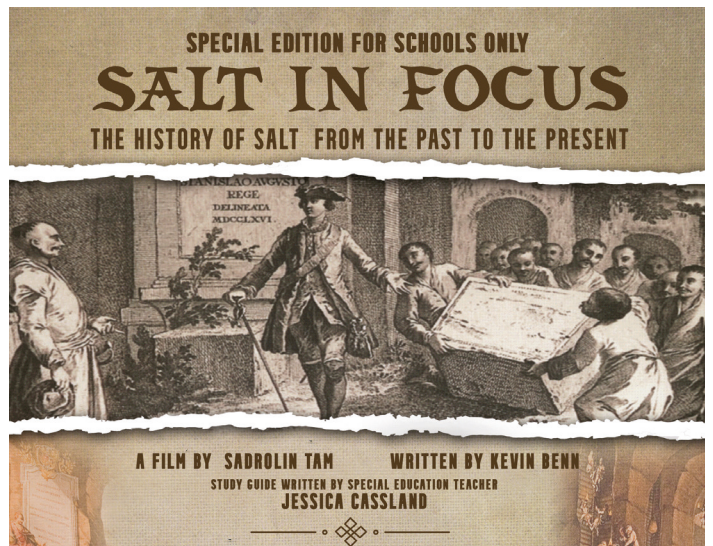
High standard production site for rent or sale in western part of Poland.

Next Step

One of the leading developers of dedicated production real estate in the western parts of Poland. It specialises in delivering high quality industrial facilities as ready to lease, built-to-suit solutions.

The company has excellent cooperation with local authorities and local communities. Right now Next Step can offer manufacturing properties in Świebodzin, Nowa Sól, Skwierzyna and in Zielona Góra.

[Find out more](#)



Pimetra Productions

An award winning company specialized in film production, documentaries, corporate commercials, commercials and animation for the web, TV and social media. Training (both remote and distance learning) in film and video production including graphic design, photography and script, editing. One of best known productions is the documentary, with multiple language audio and subtitles, about the historic Wieliczka salt mine in Poland, "Wieliczka - Salt of the Earth". The film is available for distribution in various formats. It exists in a number of different versions including a version with a multiple language professional study guide compiled by special a education teacher for educational purposes in schools. The company is looking for a business partner or business partners interested to engage in distribution and sales of the film.

[Find out more](#)



Polferries

Polish ferry operator who runs ferry routes across the Baltic Sea between Gdańsk and Nynäshamn, Świnoujście and Ystad as well as, in combination with the Oresund Bridge crossing, between Świnoujście and Copenhagen via Ystad. Polferries offers passenger, truck and car transport, the organisation of conferences and corporate events at sea, and it also has a tourist cruise offer.

The ferries operated by the company are associated with safe and comfortable shipping, traditional tasty cuisine, attractive shopping opportunity, all this in a pleasant atmosphere created by the professional and competent crew.

[Find out more](#)

Spondeo

Spondeo, a Finnish-Polish family owned company, founded to provide support in entering Polish and CEE markets. Since its establishment in 2014, Spondeo has been based in Poznan, Poland, and in early 2022 it also expanded to Lviv, Ukraine. Spondeo has 11 team members, serving clients, from start-ups to stock exchange listed companies, in all types of industries from manufacturing to IT. Spondeo carries out projects on a pan-European scale in areas such as sales, recruitment & direct search, go-to-market projects and consulting. Spondeo serves as a trusted expert in the Polish and CEE markets, and is always open to flexible cooperation models.

[Find out more](#)

WoW! Agile

Consulting, training and coaching company training professionals in almost every industry sector. Clients have ranged from individuals, participating in open courses and workshops, to big workforces in large-scale implementations for multi-national giants. WoW! Agile has in the course of past 25 years, of which 13 years have been focused on Agile Ways of Working, developed unique insights, which are the driving force behind its modernized coaching programs. The company shares its successes, experiences & methodologies to help you transform, scale, and thrive more efficiently.

[Find out more](#)

Software Mind



Software Mind

A global software development company that provides its client base with cross-functional, autonomous development teams who manage software life cycles from ideation to release and beyond. For over 20 years Software Mind has been enriching organizations with talent that boosts scalability, drives dynamic growth and brings disruptive ideas to life. Locations throughout Europe and the Americas mean that Software Mind experts support clients regardless of their time zone. Domain expertise and proven experience with emerging Cloud, AI, ML and Data Science technologies empowers Software Mind to provide support across sectors and markets.

[Find out more](#)

Scaleup

Support and help for businesses to scale up and for their busy managers to reach top performance in a collaborative, balanced and purposeful way. Extensive experience in complex sales and sales management. The company helps to create high-performing sales organizations step by step or improves the effectiveness of existing ones. Services include executive coaching, leadership development programs, sales performance programs, soft skill workshops for employees / mental health programs, personal development & life coaching programs.

[Find out more](#)



Talangeo

Eight years of experience in creating recruitment strategies, running end-to-end processes, sourcing candidates, growing existing, building new teams, and using recruitment as a tool for business growth. With its flexible recruitment solutions based on experience and knowledge, Talangeo helps Clients to achieve their recruitment goals. Outsource the desired amount of recruitment processes (Poland/ Europe) or let Talangeo support your sourcing actions to enable you to focus on your core business. With Talangeo's guidance, explore your options in the Polish labor market and get access to salary overviews as well as knowledge about the local market. Full professional proficiency in English, Swedish, German, and Polish.

[Find out more](#)

MEET A MEMBER

Global business made easy

By Jerry Ralowski

Ebury

Ebury is one of the fastest-growing global fintech companies. Thousands of organizations worldwide use the company's solutions and services to simplify and support their global ambitions. Started in 2009 over a cup of coffee and a passion for helping businesses stay ahead of the game, Ebury has achieved phenomenal growth, becoming one of the world's most trusted international trade services providers. The company cuts out global complexities and offers simplified financial products to help businesses trade internationally with ease.

To do so, Ebury empowers businesses with the financial tools needed for cross-border trade. It offers hassle-free international payments and collections, currency IBAN accounts, tailored FX risk management, flexible lending solutions, quick integrations, an easy-to-use platform and more – all in one place.

Key facts about Ebury:

- Majority owned by Banco Santander
- Bloomberg top-ranked forecaster
- 1.600+ employees globally
- 30+ offices globally

Our Chamber:

Ebury has succeeded in growing tremendously globally. What are your short- and long-term plans for the Nordic countries and Poland?

Theodore Anderson:

In the short term, we aim to further establish our presence in these regions by expanding our client base and enhancing our service offerings. This includes providing businesses in the Nordic countries and Poland with access to our comprehensive suite of treasury management solutions, such as international payments, FX risk management, and cash flow optimization.

We are thrilled to announce the opening of our new office in Stockholm, Sweden, which will serve as our Nordic headquarters. As previously demonstrated in +30 other markets (Poland among others), establishing a local office allows us to enhance our client service, gain deeper insights into the needs of our clients and partners, and provide tailored local solutions.

In the long term, we plan to deepen our relationships with clients in these regions by continuously improving our services based on their evolving needs. We aim to become a trusted partner for businesses in the Nordic countries and Poland, helping them navigate the complexities of international trade and treasury management more efficiently. The Nordics are well known for their innovative solutions and we are currently looking to introduce region-specific enhancements to our platform

We have interviewed Ebury's Key Account Director – Nordic Markets, Theodore Anderson (who welcomes follow-up questions and inquiries – theodore.anderson@ebury.com).

and solutions, ensuring that businesses in these regions can seamlessly engage in cross-border transactions and manage their treasury operations effectively.

Our Chamber:

What kind of customers in terms of size, industry, type of business operations, and existing systems can benefit the most from your services, and is there any geographical difference when it comes to the services that you provide?

Theodore Anderson:

Whether you're a small startup or a large multinational corporation, if your business engages in international trade and requires efficient treasury and cash management, Ebury's solutions can be very beneficial.

Our Chamber:

Could you, please, explain?

Theodore Anderson:

If you are a business involved in cross-border transactions, currency exchange, or international payments, you'll find that our tailored solutions are designed with you in mind. We understand the unique challenges you face, and that's why our services are crafted to simplify your operations and boost your bottom line. Our clients benefit from our streamlined processes, competitive exchange rates, and risk management tools. The services that we offer are valuable to businesses across various industries, including manufacturing, e-commerce, retail,

travel wholesalers, and many more. Looking at a global scale, Ebury's services are designed to be accessible and beneficial to businesses worldwide. While certain features might be tailored to address specific regional requirements, our platform's



core functionality and capabilities remain consistent across different geographical locations. This ensures that businesses from the Nordic countries, Poland, and other regions can access the same high-quality services and solutions.

Eburys technological capabilities and its global network allows you to deploy capital accross the world.

Our Chamber:

What would you say is your competitive edge, compared to local and international banks and financial institutions?

Theodore Anderson:

First of all, I'd say it's our comprehensive solution suite, where, unlike most banks that may offer limited services, Ebury provides a comprehensive set of treasury management solutions in one platform. This integrated approach simplifies processes for businesses, allowing them to manage international payments, currency risk, and cash flow all in one place.

An example of this is our extensive currency capabilities and flexible financing solutions. Ebury offers payments in 140+ currencies (the below picture says 130+, but we have added additional ones), which sets us apart from local banks and competitors. Our domestic collection accounts in various currencies are unmatched in the industry, providing businesses with flexibility in cross-border transactions. In terms of financing, we offer unsecured credit lines that help businesses extend their credit terms for financing international goods and services, improving their working capital cycle.

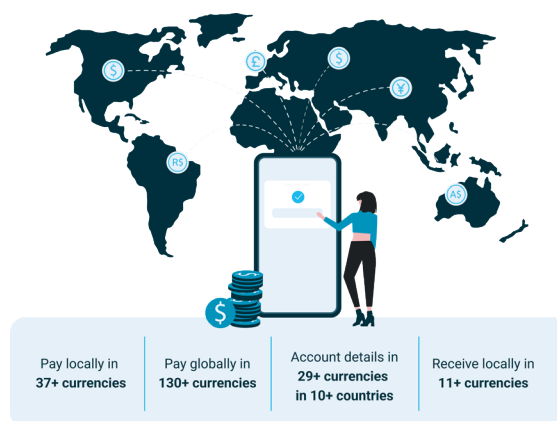
Furthermore, our clients value us for our global reach and local expertise. With a presence and offices in major financial hubs, we can offer region-specific insights and support, understanding local regulations, currencies, and banking systems.

But what really makes Ebury stand out is our personal approach to serving our clients. When you become a part of the Ebury family, you'll have your very own dedicated account manager who will truly get to know your

business inside and out. This personal touch ensures that we not only understand but also deeply appreciate your unique business needs.

With your dedicated account manager by your side, you can count on receiving highly personalized support, expert advice that's specific to your situation, and strategies that are tailor-made to optimize your treasury operations. We're not just a financial service provider; we're your trusted partner on the journey to success.

In summary, Ebury's combination of comprehensive solutions, personalized service, global presence, currency capabilities, compliance, technological innovation, and flexible financing options positions us as a valuable partner for businesses seeking to enhance their treasury practices, setting us apart from traditional banks and financial institutions.



Our Chamber:

Would you like to mention any recent achievements?

Theodore Anderson:

I'm truly excited to share some of the recent milestones we've achieved at Ebury, which have a significant impact on our clients and the financial industry.

First and foremost, I have to say that I'm excited about some of our new partnerships, one of many being with Premier League's Fulham FC. Ebury will act as the Club's Official FX Transfer Partner and this partnership shows our ambition to deliver high-impact and diversified solutions across different industries and sectors! I also believe it's a testament to our dedication to meeting the evolving needs of our customers.

Furthermore, we recently launched our mobile app, which is more than just a technological achievement - it's a game-changer for our clients. With our iOS App, you can effortlessly keep track of your trading currencies and real-time balances through a single, user-friendly interface. It's like having your financial world in the palm of your hand. We already have a bunch of clients who use it to convert balances between different currencies at competitive rates and make payments on the go.

We're also thrilled to be part of Amazon's Payment Service Provider Programme. This means that sellers using Amazon platforms can seamlessly receive payments across various regions and currencies through Ebury's platform. I find this particularly exciting because it simplifies international transactions for businesses. Amazon marketplace sellers can now utilize our cross-border platform services, including our local collection accounts in multiple currencies, making it easier to receive funds in their local currencies from Amazon.

Lastly, our strategic partnership with the Swedish-Polish Chamber of Commerce is a development that hits close to home for me. I believe this partnership will open up exciting new opportunities for businesses trading between Sweden and Poland. By combining Ebury's services and tools with the chamber's support, companies can make

better financial decisions and, ultimately, grow more profitably. This partnership not only enhances our market intelligence but also elevates our standing in the industry, reinforcing Ebury's reputation as a trusted financial expert within the international business community.

These accomplishments are more than just corporate achievements; they're a source of pride for me and the entire Ebury team. We're dedicated to making a meaningful impact on our clients' financial lives and the global business landscape, and these recent developments are a testament to that commitment.

Our Chamber:

Ebury is famous for its ability to forecast currency movements. What's your secret?

Theodore Anderson:

Volatile currency markets can significantly impact a company's profit and loss, making it crucial to set and calculate prices, budgets, targets, and break-even levels. While some investors look at historical price patterns for short-term insights, we believe it's the broader contextual factors that shape long-term currency behaviour. These factors encompass politics, economics, monetary policies, and even the psychology of the market.

At Ebury, we take a fundamental approach to forecasting FX movements, closely tracking changes in economic conditions. Whilst analysing markets closely, we translate market buzz into useful information to help our clients make better financial decisions. We also share our knowledge in a variety of forms, such as our regular weekly updates, market reports, events, and webinars to always keep our clients up to date with the latest developments in the FX market.

But what I believe really sets us apart is our diverse team of analysts stationed across different markets. This geographical spread allows us to understand local conditions better, providing our clients with unique insights that they truly value. So, when our clients make trading decisions, they're armed with the best information to navigate the ever-changing FX market.



Key Account Director – Nordic Markets
Theodore Anderson

Alleima plays an important role in the energy transition

By The Editorial Team



Alleima is a global manufacturer of high value-added products in advanced stainless steels and special alloys, as well as products for industrial heating. With its strong market position and focus on innovation and sustainability, the company meets the demands of industries where material requirements, product quality, and reliability are extremely high.

Based on long-term customer partnerships, Alleima advances processes and applications in the most demanding industries. The offering comprises products for several customer segments, mainly seamless stainless tubes, electric heating technology and resistance materials, ultra-fine wire, and precious metals for use in medical devices and electronic appliances, as well as precision strip steel coated strip steel products. With its headquarters in Sandviken, Sweden, and revenues of SEK 18.4 billion in 2022, has approximately 5,900 employees and customers in approximately 90 countries.

Innovation is and has always been a key to success and essential for its customers. Building on a history dating back to 1862, Alleima today maintains a portfolio of over 900 active alloy recipes for further processing into different niche applications.

Our Chamber has interviewed Mikael Blazquez, Head of Strategy and Mergers & Acquisitions and Andreas Furukrona, Global Sales and Marketing Manager Nuclear.

Our Chamber:

Could you, please, elaborate on Alleima's positioning and strategy?

Mikael Blazquez:

Alleima has strong market positions across a wide range of niches in industries where material requirements, product quality, and reliability demands are extremely high. Our strategy is underpinned by four key megatrends that contribute to an increased demand for our advanced materials: energy transition, energy efficiency, electrification, and the fact that a growing and aging population drives growth in the medical technology segment.

Our objective is to remain a technology leader, be a progressive partner to our customers, and drive sustainability through material development. The strategy is based on four pillars for success: profitable growth, material innovator and technology leader, operational and commercial excellence, and industry-leading sustainability. We see growth opportunities primarily in the transition to renewable energy and electrification, as well as in the medical technology segment, and in certain parts of the transportation industry, particularly in the aerospace industry.

Our Chamber:

Where do you see the greatest growth opportunity?

Mikael Blazquez:

The demand for energy, especially renewable energy, is expected to increase. As the world transitions to renewable energy, Alleima is at the forefront, focusing on developing advanced materials that are lighter, stronger, and more resistant to higher temperatures and corrosive environments, which are needed for new technologies.

Through close collaboration with its customers to solve material-related challenges in various renewable technologies, Alleima plays an important role in a sustainable future. Our product portfolio includes a wide range of special alloys and products for applications in hydrogen, geothermal energy, offshore wind, solar energy, carbon capture and storage, biopower, industrial electrification, and nuclear power.

Our Chamber:

How is Alleima working towards increased sustainability?

Mikael Blazquez:

Sustainability is present in all aspects of our operations, and it is an integral part of our strategy. Over 80 percent of our production is based on recycled steel. Since the beginning of the 1920s, we have been melting scrap steel in an electric furnace, which today is powered by 100 percent fossil-free electricity. This means that our carbon footprint is significantly lower than that of traditional steel manufacturers, who produce steel by melting iron ore in furnaces fueled by fossil fuels.

It is important for us to continue reducing our environmental impact, and our ambition is to be an industry leader in circularity and sustainability within our own opera-



tions. However, the significant positive impact we have is through our products, which help customers become safer, more productive, more sustainable, and more profitable. Additionally, our low carbon footprint contributes to lower emissions in our customers' operations.

Our Chamber:

What are Alleima's goals for sustainable development?

Mikael Blazquez:

Sustainability is an integral part of Alleima's strategy, operations, and offerings. Already today, the company has climate and circularity goals, such as achieving net-zero carbon emissions by 2050, reducing Scope 1 and 2 CO₂ emissions by more than 50 percent by 2030,

and using at least 83 percent recycled steel in its finished products by 2030 compared to 2019.

Joining the Science Based Target Initiative (SBTi) was a natural step for Alleima. By joining SBTi, the company will expand the scope to the entire value chain and establish long-term net-zero goals. Alleima will develop and gain approval for a plan demonstrating how the company's carbon emissions within Scope 1, 2, and 3 will be reduced to net-zero by 2050.

Additionally, Alleima already follows several sustainability-related international principles and initiatives, including the UN's Sustainable Development Goals and the UN's Global Compact.

Our Chamber:

What is your role and experience in nuclear power technology?

Andreas Furukrona:

With over 50 years of experience as a supplier of critical components to the nuclear sector and manufacturing experience of nuclear fuel tubes for more than 100 reactors worldwide, Alleima is well-positioned to provide support to the industry.

We produce steam generator tubing, zirconium cladding tubing, and nuclear tubes and pipes, and work closely with the top players in the nuclear industry.

Our Chamber:

How does Alleima support innovation in nuclear power technology, especially in the area of small modular reactors (SMRs)?

Andreas Furukrona:

Small-scale nuclear reactors are starting to be developed around the world, and the net-zero targets have encouraged innovation in nuclear power technologies, particularly in the area of small modular reactors (SMRs).

As a long-term partner, Alleima has been involved in the development of SMRs from the outset. Many of the ma-

terials in SMRs will be the same alloys used in traditional reactors but adapted to a smaller scale. We are already well in the process of optimizing our highly specialized materials for future applications.

Our Chamber:

How do you see the role of SMRs in meeting future energy needs and reducing carbon emissions?

Andreas Furukrona:

SMRs are often suggested as a potential solution to reduce greenhouse gas emissions, provide reliable power generation, and support energy needs in areas without access to large power grids. Seen as one of many important solutions to meet the growing energy demand and reduce CO₂ emissions and climate change, some 70 designs of SMRs are already at different stages of development globally, IEA reports.

Our Chamber:

How do you view membership in the Swedish-Polish Chamber of Commerce?

Andreas Furukrona:

Alleima is looking forward to its membership in the Swedish-Polish Chamber of Commerce for networking and exchanging creative ideas and experiences with other companies and actors in the business sector.

Head of Strategy and Mergers & Acquisition

Mikael Blazquez



Global Sales and Marketing Manager Nuclear

Andreas Furukrona



Visions and strategies for Epiroc Nordics & Baltics

By Ewa Sienkiewicz



Epiroc is a global productivity partner for mining and infrastructure customers, accelerating the transformation toward a sustainable society. With ground-breaking technology, Epiroc develops and provides innovative and safe equipment, such as drill rigs, rock excavation and construction equipment as well as tools for surface and underground applications. The company also offers world-class service and other aftermarket support and solutions for automation, digitalization and electrification. Epiroc is based in Stockholm, Sweden, had revenues of SEK 50 billion in 2022, and has around 18,000 passionate employees supporting and collaborating with customers in around 150 countries

Epiroc Nordics & Baltics is a newly established Region that emerged from the larger Epiroc Group. It is a Customer Center with regional decentralized governance and the goal to help local teams to excel in business, people & culture leadership as well as in technology-driven activities guided by one distinctive hallmark:

ONE REGION - ONE EPIROC

The Region was formally announced in August 2022 and it covers 9 countries: Sweden, Norway, Finland, Estonia, Lithuania, Latvia, Greenland, Iceland, and Faroe Islands. Andrzej Mielko has been appointed as its General Manager.

Epiroc operates in two selected niches:

- Mining (Surface Mining, Underground Mining, and Exploration)
- Infrastructure (Underground Civil Engineering, Surface Civil Engineering, and Deconstruction & Recycling)

In both of them, the company constantly introduces innovative solutions within services, spare parts and consumables for hard-rock applications.

Our Chamber has interviewed Andrzej Mielko, General Manager of Epiroc Nordics & Baltics.

Our Chamber:

What is the concept of Region in the newly built entity, Epiroc Nordics & Baltics, which you have been managing for over a year now? What is the meaning of this term?

Andrzej Mielko:

For us in Epiroc, Region stands for better business performance and customer centricity. It simply means we are becoming faster in evaluation and decision-making processes, greatly relieving local management activity. The new region presents a unified mix of ideas, cultures, and approaches so that we can build the best outcomes for a diverse company like ours.

Our Chamber:

What is the Epiroc Nordics & Baltics` vision and mission?

Andrzej Mielko:

Our leading Mission is: To drive customer value as a sustainable partner powered by engaged people and cutting-edge technology which in turn secures a high-performing, continuously learning organization. It is to become the employer of first choice due to our pioneering people processes, where people flourish and deliver sustainable business results. There is inclusion and diversity in everything we do. I consider our people to be

the greatest asset of the company and we need to invest accordingly.

When it comes to Vision, we are guided by the vision and beliefs of the whole Epiroc Group which say **“DARE TO THINK NEW”**. Simply put, we constantly confront our way of thinking and try to find new and sustainable solutions in a fast-changing world. We see possibilities and dare to question existing conditions.

Our Chamber:

What about Epiroc Nordics & Baltics` strategies?

Andrzej Mielko:

Since we run a business with a high risk in terms of occupational safety, we place a great emphasis on Safety, with the company's leading trademark being **“Safety First!”**. Thus, our priority is to improve safety awareness and to mitigate risks.

Another leading aspect of our strategy is Automation, Electrification and Digitalization. We use our industry leadership and competencies to deliver complete solutions to our business partners and to jointly develop new technologies, setting new standards in the areas of digital platforms, data analytics, battery performance, and interoperability. This defines new trends aimed at reinforcing high global expectations for circularity, ze-

ro-emission products, and greater safety, with a continuous focus on sustainable productivity.

Our Chamber:

We would like to wish you and Epiroc Nordics & Baltics the best of luck. We are honored that you've become our Member. What are your comments on this subject?

Andrzej Mielko:

As a worldwide acting company, we always aspire to have good relations with local organizations and local Chambers of Commerce. At Epiroc Sweden AB, we believe it is crucial to establish new business networking opportunities, and our contribution to the upcoming "Technology at its Best" seminar is a good example of this.



General Manager of Epiroc Nordics & Baltics

Andrzej Mielko



Your international expansion consultants

By Ewa Sienkiewicz

Explore Markets

Explore Markets is a well-established Warsaw-based international expansion partner with 20+ years of experience in supporting international clients in their journey into Poland & CEE with modern market entry strategies and local partnerships.

A core part of Explore Markets' mission is to strive for exceptional results consistently. To be able to achieve this, its consultants pursue new paths combining their business experience and acumen with modern tools and techniques.

Explore Markets' services cover three main areas:

- Market Research (assisting clients in making informed decisions and reducing risk)
- Market Entry (developing business & go-to-market strategy and financial planning)
- Market Growth (managing relationships with distributors, launching sales, building local teams and ensuring proper integration after acquisitions)

We have interviewed Fredrik Udd, Managing Partner at Explore Markets, who established the company in 2014, having previously worked in leading global consultancies for over 15 years.

Our Chamber:

Can you please acquaint us with the company, its specifics, activities and clients?

Fredrik Udd:

With a Swedish heritage, Explore Markets works with both Swedish and other Scandinavian companies to help them explore CEE markets, with Poland being our key area. So far, we have built a wide network and solid relationships with well-established partners, suppliers and individual advisors. We assist our clients in entering new markets and further developing and growing there. If their goal is to become a market leader in their segments - we make it happen.

Our Chamber:

What sets Explore Markets apart from other companies in the business?

Fredrik Udd:

What makes us different is how we work together with our clients and our commitment to our clients' success. We prioritize flexibility, rapid response, and swift delivery as core principles of our service. Our modern approach and mindset enable us to adapt to the ever-changing business landscape, ensuring that our clients stay ahead of the curve. We firmly believe that our clients' success is our success.

What truly sets us apart is our proactive approach, where we embrace challenges as opportunities and consistently strive to exceed our clients' expectations.

Also, it doesn't hurt to have 20+ years of experience from working with both Scandinavia and Poland and thereby a deep understanding of both cultures.

Our Chamber:

What are the current biggest challenges and how is Explore Markets addressing them?

Fredrik Udd:

Poland is a very dynamic market with great growth and business opportunities, but it means you have to be dynamic and flexible too. As I mentioned, at Explore Markets we see challenges as opportunities. One example is digitalization, which is a serious challenge and theoretically poses a risk for the consulting sector, however, we believe it to be a great tool and we're successfully utilizing it.

Our Chamber:

Could you please tell us about your company's recent successes?

Fredrik Udd:

One noteworthy success story involves our collaboration with INNTQ AB, a Swedish provider of interactive roller coaster simulators designed for shopping malls. Over the past year, we've been actively engaged in supporting their expansion efforts across Europe. Our team played a pivotal role in enhancing their go-to-market strategies, crafting the business plan, and fostering their growth.

In just over a year, we successfully took them from ground zero to being operational in ten different markets. Only in Poland, our client is now present in several cities, including Warsaw, Gdańsk, Kraków, Gliwice, Radom, and Jelenia Góra.

Our Chamber:

What are your reflections and comments on the Swedish-Polish Chamber of Commerce? Why did you decide to become a member?

Fredrik Udd:

The Chamber offers us invaluable exposure to a diverse and extensive network in Poland and Sweden. Furthermore, the opportunity to participate as speakers at various Chamber events in both countries has been important in showcasing our expertise and thought leadership. The Chamber not only allows us to share our insights

and knowledge but also fosters meaningful connections with industry peers. Lastly, we cannot overlook the welcoming and collaborative atmosphere that is cultivated here. We simply enjoy the company of like-minded individuals who are passionate about strengthening Swedish-Polish business relations.



Managing Partner at Explore Markets

Fredrik Udd



The Explore Markets core team, Fredrik and Katarzyna Udd.

Hugin Consulting – helping companies do business in Poland since 2013

By Martyna Skowrońska



HUGIN CONSULTING
YOUR SCANDINAVIAN CONNECTION

Hugin Consulting`s main focus is helping foreign enterprises to do business in Poland. It is a leading company in its field, with a very wide range of services. Hugin Consulting provides not only business consulting and assistance in building up a market entry strategy, it can also provide continuous support with the goal of ensuring a sustainable and stable running of the business. The company offers its clients with an interest to start up ventures in Poland a broad support ranging from registering a legal entity to services such as sales and business development, finance and administration consulting/outsourcing, recruitment, interpreting, translation and localization services in Scandinavian languages, English and Polish in any combination.

Our Chamber interviewed the founder and CEO of Hugin Consulting, Przemysław Piela.

Our Chamber:

Are your clients exclusively foreign companies?

Przemysław Piela:

Yes, our clients are only foreign companies. We provide services to Scandinavian companies that wish to do business in Poland. We work with clients operating in various industries, from trade and services to production. We offer them full support. We don't just help them to start their business, but we also help them to find their way in the Polish reality.

Our Chamber:

The range of services you provide is very broad. Could you indicate what the process of taking on a new client is like?

Przemysław Piela:

We focus our assistance on three steps - we call it 3 steps to Poland.

The first stage is a conversation. We meet with our clients and analyse their needs. We help not only to prepare a budget, but also to outline a timeframe for the realisation of the market entry as well as its main or initial location.

When our client is ready to take action on the basis of the analysis we have created, we move on to the next stage, which is implementation. We assist our clients in setting up the legal entity which they will use to conduct their business in Poland. We guarantee our clients that within 7 days they will have a company which is ready to function. Such a company has, of course, a fully operational bank account, a registered office and the support of a trusted accounting firm. We then move on to helping them to get their business up and running.

And here our tasks differ depending on the type of the market entry. We help our clients find suitable real estate

in Poland. We recruit employees. We provide support during business negotiations. We also have a database of all kinds of enterprises that could be business partners for our clients.

In carrying out these tasks, we consider ourselves as part of the client's enterprise, which means that we are not limited to our company's resources, but we help our clients to achieve their goal in every way which is required.

Our Chamber:

What exactly do you mean by every way which is required?

Przemysław Piela:

For example, in the case of more demanding recruitments, where expert knowledge is required to hire a person, we may use external headhunters. The same applies to using the support of real estate agencies when searching for production facilities. Many clients grant us a temporary power of attorney, which makes it easier for us to represent them and our goal is to meet the client's needs, by whatever means we mutually find adequate.

During the first month of the newly established business, we offer our clients a support package which we call "Poland Intro: Your first employee in Poland", where we act not only as a consultant, but also as our client's first Polish employee with a very broad job description. This is a period for gaining knowledge about the new market - we provide the client with a general introduction to the Polish market which includes for instance becoming familiar with the Polish tax system and the social security system. We can either do everything for the client or together with the client. There is a steep learning curve for newcomers to Poland and it is always learning by doing.

Our Chamber:

Do you also assist your clients in the longer term?

Przemysław Piela:

Although we constantly strive to make our clients independent, most of them wish to continue to use our assistance also after this first month of support. We have therefore introduced a support subscription, which is a kind of long term security for our clients. There are many examples of non-standard needs that arise during the running of a business, which cannot be foreseen at its beginning stages.

For example, we once assisted a client in replacing door locks. In moments of crisis, we might be the ones who actually have the opportunity to be the first on site to re-

solve the problem. And that is exactly what we offer our customers. They know that they can always count on our help and we will be there to assist to keep the company up and running.

Our Chamber:

What is your opinion about the membership in the Chamber?

Przemysław Piela:

We appreciate it greatly! The Chamber is very active and committed to supporting members and this brings a lot of benefits to members. Thanks to the Chamber's support, we were able to find, among the Chamber members, a new Swedish client right from the start.



CEO of Hugin Consulting

Przemysław Piela

NEWS FROM MEMBERS

Directio has rebranded



Directio is the new name of our member firm, the full-service development and software testing center previously called Directpl. Directio is a global IT services company based in Warsaw, with offices in Chicago, Manila and Mexico City. The company's motto is "We Code Success!". Clients are mainly one of two types: large US corporations or mid-size Scandinavian technology companies.

ARPI Accounting informs about The National System of e-Invoices (KSeF)



Our member and strategic partner, the full range accounting and outsourcing services firm ARPI Accounting, informs on its website about details of The National System of e-Invoices (KSeF), which will become mandatory in Poland in business-to-business from July 1, 2024.

Needless to say this is very important information to everyone with business activities in Poland - everybody needs to prepare for this upcoming change!

You can read more at <https://lnkd.in/dvyVNkaZ>

Kinnegrip is expanding to Poland



Kinnegrip manufactures dropside locking systems for transport vehicles and is one of the leaders in the business. The company is expanding with a new facility and logistics center in Poland to increase customer service and reduce environmental impact.

With a high and steadily growing export market, Kinnegrip will establish a facility and logistics center in the city of Kostrzyn, Poland. This will reduce the transport distance to European customers and have a significant impact on CO2 emissions. In terms of logistics, it will have a positive effect on service, lead-time, and flexibility.

“Our ambition is to always provide customers and the market with the highest values in terms of product, quality, service and sustainability.

This step in our development will further strengthen this”, says Johan Andersson, Managing Director at Kinnegrip.

Read more on <https://lnkd.in/ebCyDzn3>

Saab opens a new office in Warsaw



The President of Saab Technologies Poland, Jyrki Kujansuu, announced at LinkedIn:

“I’m happy to announce a significant milestone that we inaugurated our new HQ office in Warsaw, making a pivotal moment in Saab Poland’s history. We look forward to continuing our collaborative journey and delivering cutting-edge solutions to Poland’s defence needs.

Poland, with its strategic position and unwavering commitment to defence, remains a key partner for Saab. As we continue to prioritize and strengthen our long term commitment to the defence capabilities of Poland, we are taking a monumental step forward.

Thank you Swedish Ambassador Designate to Poland Andreaas von Beckerath and Saab’s CMO Dean Rosenfield for attending the inauguration of Saab’s new HQ office in Warsaw.”

COMING EVENTS

We cordially invite, together with our distinguished event partners, to the following free of charge seminars, which will all take place at Bonnierhuset in Stockholm and online:

2023/11/14	“Trends that will define the future of logistics and transport”	2024/03/22	“Energy - best practice for sustainability and efficiency”
2024/01/16	“Hands on with AI - how to get ahead of competition”	2024/05/14	“Innovation – if you want to stay competitive”
2024/02/13	“Mergers & Acquisitions - opportunities and lessons learned”		

Please register at our website, <https://svenskpolska.se/en/anmalan-en/>, by revert email or by emailing info@svenskpolska.se. Please state whether you plan to participate in person or online.

There might still be speaker or panelist spots available at some seminars. We are looking for speakers and panelists as well as topics with the ability to capture attention of the audience. All presentations will be in English. The available time is up to 13 minutes per presentation and around 25 minutes for panel discussions.

We invite you to watch a short film (top of page 20) from the seminar “Energy solutions of the future”, which took place in Bonnierhuset in Stockholm and online in March 2022. You need to be logged into LinkedIn to view the film.



Many thanks to the filmmakers from our member firm I.G.S. PRODUCTION! The film frame shows the panel debate between Sebastian Waldenström, PwC Sweden, Katarzyna Suchcicka, OX2, Vladimir Novak, Ultra Safe Nuclear and Martin Zaremski, ecoRangers & eco2heat.

OFFERS AND ADVERTS

In this section of our newsletter we will mainly publish graphics, with special offers to members and connections of the Chamber, and general adverts.

Graphics from members will be free of charge while non members will have to pay a fee. Please observe that our website also contains, non-graphic, information about special offers and discounts for members, <https://svenskpolska.se/en/medlemsrabatter-en/>.

Click on the advert to be redirected to the website.

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WIELICZKA- THE SALT OF THE EARTH

A FILM BY SADROLIN TAN

WRITTEN BY KEVIN BENN



THE AWARD WINNING FILM IN THREE DIFFERENT VERSIONS
INFORMATIVE FEATURE, DRAMA DOCUMENTARY AND EDUCATIONAL

WINNER BEST COLLECTIVE FILM
WINNER BEST CULTURAL TOURISM
WINNER BEST TRIPLET FILM

Today, when modern mining technology puts salt on our tables virtually free of charge, it's hard for us to imagine how difficult to obtain, and how valuable, this material used to be.

The Salt of the Earth focuses on the historic salt mine at Wieliczka near Cracow, once part of the Royal Cracovian Saltworks - owned and protected by Casimir the Great. In the days when a block of salt was literally "hard currency", one third of Poland's revenue is said to have come from the "grey gold".

The unique geology of the Wieliczka deposit meant that the rock salt could be extracted leaving a subterranean honeycomb of shafts and chambers. Instead of relling, many of these chambers were reinforced with impressive supporting structures and adorned with carvings in timber and salt.

The mine was placed on UNESCO's first World Heritage list in 1978. Via a two-kilometre long route through the historic levels of the mine, Wieliczka welcomes more than 1million international visitors each year to marvel at its treasures. However, over the centuries, the effects of fire and flooding, war and destruction, have taken their toll and some of these magnificent milieus can now only be enjoyed through the unique pictures of this film.



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It is time to discuss your brand's strategy, short- and long-term goals to establish good design plan for further steps.

GAME CHANGER SESSION

FREE 1:1

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About this publication

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