

OUR CHAMBER

Newsletter from Swedish-Polish Chamber of Commerce



Food Collective
The perfect gateway for food companies to Scandinavian markets.

IN THIS EDITION

You are warmly welcome to the fourth issue of the newsletter Our Chamber, published by the [Swedish-Polish Chamber of Commerce](#).

The purpose of this newsletter is to pay tribute to our members and to inform about their business operations and capabilities.

A permanent feature of Our Chamber is presentations of new members who have joined us during the months which have passed since the previous issue.

Among other highlights you will find this time an article on [Food Collective](#), whose extensive range of services to international food and other FMCG (fast moving consumer goods) companies covers basically everything from product idea to launch. We interview Founder and CEO [Jenny Köpper](#).

We also talk to the Founders of three other member firms whose operations support international companies with an interest of a market entry in Sweden and Poland respectively - [Victoria Rentzhog](#), CEO of [Accello](#), [Juta Lander](#), CEO of [Expand Abroad Services](#) and [Katarzyna Sarba](#), B2B Marketing & Go-To Market Strategist.

In an article about the consulting services of Momentor AB we are guided by Founding Partner [Sverker Littorin](#) through the reasons for which foreign companies can benefit from a listing on a Swedish stock exchange.

[ConnectPoint](#) is an integrator and a software house dedicated to fostering sustainability and innovation in the industry, energy, and utility sectors. We have had the opportunity to talk to CEO [Dawid Pilc](#) and [Gabriela Gic-Grusza](#), Product Manager Data Management and Smart RDM solutions.

In the section NEWS FROM THE CHAMBER we inform that we have recently joined the Polish Chamber of Commerce Abroad/PolChambers. By taking this step we have very substantially increased the network of international contacts which are available to our members. PolChambers operates in more than 20 countries including USA, Uruguay, Spain, Serbia, Luxembourg, Estonia, Lithuania, Albania, Czech Republic, Israel, Italy, Hong Kong, Greece, Germany, Georgia, France, Chile, Brazil, Austria, Australia and Argentina.

This is, of course, not everything we write about. You are, once again, warmly welcome to the fourth issue of the newsletter Our Chamber.

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NEW MEMBERS

We warmly welcome new members who have joined our community since the previous issue of the newsletter. At the same time we wish to thank all our members, <https://svenskpolska.se/en/vara-medlemmar-en/>, for trusting us.

The strength of a chamber of commerce equals the strength of its members. Our task is to support and to nourish the Swedish-Polish business relations of our member firms and organizations, now encompassing also:



Barbara Lipińska PR Consultant

With 14 years of experience in Public Relations, digital communication, e-marketing and managing projects, Barbara currently works at the Warsaw-based Solski Communications PR agency as a remote employee from Stockholm. Since 2018 she has a managerial position in the digital communications department. She has a master's degree in media education and journalism with a specialization in PR and Internet publishing. She also expanded her professional competences with postgraduate studies in project management. Barbara has both agency and in-house work experience for companies from many different industries: mostly technology, but also financials, FMCG, parenting, pharmacy and cosmetics. She has been involved in the creation of strategies and has been in charge of communications and has led various campaigns for brands such as Mastercard, AstraZeneca, Red Hat, Mutti, Henkel, Britax Römer, Amadeus, Bayer and the Directorate-General for the ENV of the European Commission. She has also worked with startups and local companies. Please contact [Barbara Lipińska](mailto:barbara.lipinska@gmail.com), basia.lipinska@gmail.com.

[Find out more](#)

 **EVERGO X**



Evergo

An IT consulting boutique with operations in 10 countries, led by executives with solid business experience and a hands-on management approach in large organisations. Major clients are Scandinavian companies Ericsson, Swedbank and Atea. Evergo values long-lasting business relationships and focuses on personal engagement in each of its projects. The project approach emphasizes bridging the gap between IT and Business, ensuring smooth communication, significant cost savings, and increased operational efficiency for clients. Evergo addresses crucial IT pain points promptly to prevent growing costs. This is why it has earned the trust of top-tier Scandinavian companies over the past decade. Evergo can help you tackle strategic IT issues in your organisation, simplify your IT stack, streamline project management with Agile at scale as well as audit and optimise your spending using modern methodologies such as Value Stream Management, AIOps, or Hyperautomation. “We are a full-service IT consulting team that can help you tackle any project related to the transformation of IT function in an organisation. For one of our customers, we managed in just 10 months to reduce unused infrastructure capacity. We transformed complex software licensing costs into simplified automated models. All of this led to a 20% reduction of IT costs. Our focus on results, deep understanding of the Scandinavian market and a boutique-type way of running business is what distinguishes us from competition” says CEO [Marcin Burakowski](#). Please contact Marcin at marcin.burakowski@evergopartners.com.

[Find out more](#)



Ekoenergetyka

An innovative technology company and one of the leaders among manufacturers of high-power charging infrastructure in Europe. “Thanks to nearly 15 years of experience on the global e-mobility market, we specialize in designing based on our own know-how and manufacturing fast charging systems for electric buses, e-trucks and passenger cars. Ekoenergetyka was founded in 2009 in Poland and is headquartered in Zielona Gora, just two hours from Berlin. At our own research and development centers and at the Electromobility Laboratory Center, we conduct environmental tests in climate chambers, study power quality parameters, electromagnetic compatibility (EMC), noise levels and corrosion resistance. From the beginning, we have focused on building our own team of engineers and developers.” Ekoenergetyka is an active member of global e-mobility organizations: CharIN, ChargeUp Europe, UITP, AVERE, Open Charge Alliance, S.A.F.E., SEVA, PIRE, PSPA. Please contact Regional Director Northern Europe [Sławomir Tkaczyk](#), slawomir.tkaczyk@ekoenergetyka.com.pl.

[Find out more](#)



BoxPro Polska

Offers design, production and optimization of solutions in the area of corrugated and solid board packaging. The company realizes individual projects of packaging, and combines its knowledge and experience to exploit new market tendencies. BoxPro Polska offers effective methods of cost optimization and takes care of all concerns relating to packing. Its extensive knowledge makes it possible to analyze the logistic chain of customers as well as to assess all possibilities and limitations in order to optimize packaging and its pallet system. The company is also a constructor and producer of displays or POS. Unique and effective construction ensures exceptional display of a product in its point-of-sale area. BoxPro Polska produces displays with both direct flexographic print on the corrugated board and the litho laminated offset. Please contact Owner [Patrik Gapinski](#), pg@boxpro.pl.

[Find out more](#)

Katarzyna Sarba

A marketing manager with extensive expertise in crafting go-to-market strategies for engineering and B2B companies. Katarzyna’s services and communication skills cover a vast range of areas and topics in the technical landscape. Some of her key areas of specialization include hydrogen solutions, energy management systems, thermal modeling, machine learning and robotics, engineering and production. Katarzyna has a proven track record. She launched the Scandinavian company Geobear Global and its solutions to the Polish audience: B2B and B2C segments. Her strategic approach helped with a smooth market entry and established a strong foothold on the market for Geobear Polska. Currently, as an independent professional, running her own agency, Katarzyna Sarba is at the helm of marketing and communication efforts for the Swedish company Entrade Polska. Katarzyna states “My goal is to connect Scandinavian companies with Polish customers. And, since I have niche experience in deep-tech marketing: to also bridge the gap between engineers and business by effectively communicating their complex and intricate solutions to the public.” Please contact [Katarzyna Sarba](#), katarzyna.sarba@marketingtechniczny.pl.

[Find out more](#)

Mood Up

A software house based in Poznań, Poland. “We work for both global brands (Akamai, Unilever, Neos, Spar, and others) and SME companies as well as startups. What drives us is the partnership, not company size. We are a team of more than 50 experts: mobile app developers, front and back-end developers, quality assurance specialists, product designers, and project managers. When you meet us, you can tell right away that we like to work together and trust each other. We keep our minds open for new solutions, supporting team members to voice their ideas. We are a reliable technological partner with over 80 projects, built all the way from the first mock up, to the final market release and delivered for clients from the US, UK, Germany, Scandinavia, APAC, and the Middle East. Through prioritizing the effectiveness and efficiency of user experience, we have been able to form long-lasting partnerships with companies all around the world. As mobile app experts, we rely only on the latest technologies. Modern solutions are the best choice when it comes to designing a successful product.” Please contact CEO [Patrik Molk](#), patryk@moodup.team.

[Find out more](#)



Expand Abroad Services

A dedicated management consulting company that specializes in international business and simplifies the process of expanding your business in Sweden. Its expertise extends to assisting clients with business acquisitions, establishing valuable new business contacts, and fostering strong relationships with partners, thereby strengthening the clients' position in the new market. The company's mission is to provide support by making it a seamless process to identify lucrative business opportunities and establish valuable partnerships in the local market. Customers are primarily small and medium-sized companies in the manufacturing industry. Over the years, Expand Abroad Services has successfully collaborated with businesses from various sectors, including the metal and machinery industry, forestry industry, road construction machinery industry, steel construction, and construction and building material industry. Please contact the Founder and CEO, [Juta Lander](mailto:juta@expandabroadservices.com), juta@expandabroadservices.com.

[Find out more](#)

ManpowerGroup Poland

A global leader in innovative solutions for the labour market, it has been supporting companies and candidates in Poland since 2001. The organization has nearly 70 branches and is present in 44 cities across the country. ManpowerGroup offers unique solutions for companies and candidates through its brands: Talent Solutions, Manpower® and Experis™. Services in Poland include temporary employment, permanent recruitment and employee competency testing, external employment, process outsourcing, personnel consulting, career management and outplacement. Please contact PR Manager [Paweł Lasiuk](mailto:pawel.lasiuk@pl.manpowergroup.com), pawel.lasiuk@pl.manpowergroup.com.

[Find out more](#)



Hatimeria

An award winning, independent software agency with worldwide connections and extensive expertise in all e-commerce solutions, from Adobe Commerce, Magento, Optimizely, BigCommerce to Shopify. The highly experienced and versatile technical team helps clients to develop their ecommerce, build apps from scratch, optimize page speed and enter new markets, always with a high level of commitment and a business-oriented approach. Hatimeria covers all global development solutions for online stores and offers services such as Discovery Phase, Audits, PWA & Headless, Web & Mobile Development, UX & UI Design, Testing & QA, Integrations and Migrations. Please contact CEO [Bartosz Zakreeta](mailto:bartosz.zakreta@hatimeria.pl), bartosz.zakreta@hatimeria.pl.

[Find out more](#)

Momentor

A consulting company specialized in Business development and Corporate Affairs, including assistance to Swedish and international companies with interest to go public in Sweden at Stockholm stock exchange (Nasdaq Stockholm), Nasdaq First North, Nordic Growth Market (NGM) and Spotlight market. Momentor's Founding Partner [Sverker Littorin](mailto:sverker.littorin@momentor.se) has held numerous senior executive positions such as Group Vice President of Elekta AB (publicly traded world leader in neurosurgery and irradiation cancer therapy), Executive Vice President of Pharmadule AB (modular pharmaceutical plants), CEO and also Chairman of MedCap AB, (publicly traded investment company specialising in pharma, biotech and Medtech) and CEO of Pharmera AB (trading company in pharmaceuticals and pharma ingredients). Throughout his career he has had numerous Chairman and Board member positions in small and mid sized tech, game, health and service companies, both privately owned and publicly traded ones. Sverker graduated from Stockholm School of Economics and has also studied law at Uppsala University. He is Honorary Consul of Ethiopia. Please contact Founding Partner [Sverker Littorin](mailto:sverker.littorin@momentor.se), sverker.littorin@momentor.se.

[Find out more](#)



Nimo AI

Enhancing efficiency with AI and automation.

Nimo AI is your comprehensive collaboration partner for AI assistants and AI-based solutions, from conceptualization to implementation and beyond. Our dedicated team supports companies in the development of advanced AI tools that optimize workflows and promote growth.

CONTACT US: INFO@NIMOAI.COM

Nimo AI

“We are committed to unlocking the transformative power of AI and automation for businesses of all sizes. Our mission is to make these advanced technologies accessible, demystifying AI and providing clear, effective solutions that drive real results. We focus on delivering tools and strategies that enhance productivity and foster innovation. Nimo AI stands at the forefront of the technological revolution, offering a suite of AI tools designed to transform your business operations. Whether you’re looking to enhance efficiency, foster creativity, or achieve precision in your work, Nimo AI’s tools are tailored to meet the unique challenges and goals of your business. - AI Assistants: Tired of mundane tasks? Our AI-assistants streamline your repetitive tasks, organizing data and improving workflows for unmatched efficiency and precision. -AI Chatbot: Transform passive website visitors into active prospects. Our AI-Chatbot engages users in interactive dialogues, enhancing your conversion rates. It also integrates to all of your systems and can execute complex tasks. - Custom AI Solutions: Every business is unique, and so are our solutions. Nimo AI specializes in creating custom solutions that are meticulously tailored to fit your specific business needs. Nimo AI is not just about providing tools; it’s about integrating these technologies seamlessly into your business. Our solutions are user-friendly and adaptable, ensuring that they align perfectly with your existing systems and processes. Comprehensive AI Services Across Departments Nimo AI’s solutions extend across various business departments, enhancing operations in for instance customer service, Human Resources, Sales and Accounting. Automate routine tasks and allocate more time for meaningful customer interactions. Streamline processes, freeing up time for strategic planning and human interaction. Boost your efficiency with AI-powered automation.” Please contact CEO [Arvid Österman Wallén](mailto:arvid@nimoai.com), arvid@nimoai.com or the Founder [Oliver Isaksson](mailto:oliwer@nimoai.com), oliwer@nimoai.com.

[Find out more](#)



NORDIN

A modern player in the recruitment market, bringing a fresh approach to acquiring clients and employees for Scandinavian companies. One of NORDIN’s main strengths is the company’s collaborative approach. Instead of competing with other employment agencies, NORDIN collaborates, creating a platform that provides access to the best recruitment agencies and a vast pool of potential candidates. This saves clients time as they can find all their workforce solutions in one place. The company has an experienced team delivering personalized services including identifying employment needs, candidate selection, and recruitment support. Crucially, every agency affiliated with NORDIN must meet all necessary Scandinavian criteria, which NORDIN guarantees. The company calls this the Scandinavian Model. All employees provided by recommended agencies have appropriate registrations (tax numbers, employer registrations) and are registered with relevant institutions. NORDIN ensures that taxes and social security contributions are paid in the country where the employees are deployed, and they receive equal pay compared to their Scandinavian counterparts. All employees receive full benefits, and employing agencies adhere to union regulations. NORDIN emphasizes onboarding that aligns with expectations of Scandinavian clients, including cultural sensitivity training. With over 20 years of experience in the employment agency industry, NORDIN is a business partner acting as a strategic advisor, supporting clients in achieving their business goals. The company collaborates not only with Polish employment agencies but primarily with Danish and Swedish ones, increasing the number of partners seeking client acquisition and brand support by partnering with NORDIN. The company’s founders, Magdalena Łagus and Marcin T. Łagus, are well aware of the needs of the Scandinavian markets. They have lived and operated for many years in Sweden and Norway and have established many valuable contacts in the Scandinavian business community.” Please contact CEO [Magdalena Łagus](mailto:magdalena@nordin.pl), magdalena@nordin.pl.

[Find out more](#)



www.pekabex.com

Pekabex

A leader in modern construction technologies in Poland. Since 1972, Pekabex Group has been providing solutions in the design, production and assembly of prefabricated structures. Innovative prefabrication technology reduces the carbon footprint, ensures safety on the construction site, shortens the investment completion time and ensures independence from factors such as weather conditions, and at the same time is a response to the lack of construction workers. Production is carried out in five factories in Poland located in Poznań, two in Gdańsk, Mszczonów (near Warsaw) and Bielsko Biała as well as in a plant in Marktzeuln, Germany. Currently, the total annual production capacity of the Pekabex Group is approximately 360,000. m³. Pekabex also offers, as a general contractor, comprehensive turnkey construction of facilities and development activities in the following segments: residential, investment apartments, logistics and BTS. As a general contractor Pekabex has completed over 200 investments, both in the private and public sectors, often for returning clients, which is the best reference of good cooperation. The Group operates on the Polish market, in Scandinavian countries and Germany, employing approximately 2,700 people (employees and collaborators), including highly specialized engineering staff. In July 2015, it successfully debuted on the Warsaw Stock Exchange. The goal of the Pekabex Group is to be a significant player on the European markets. Please contact Head of Communications and Marketing [Ligia Szulc](mailto:Ligia.Szulc@pekabex.com), marketing@pekabex.com.

[Find out more](#)



Renata Rosberg Event & Meetings Consultant

A dedicated professional with a passion for event management and hospitality. Originally from Poland and currently based in Stockholm, Renata brings a multicultural perspective and a diverse skill set to her services. Her journey in the hospitality industry began with roles at renowned hotel chains such as Marriott and Hilton, where she honed her expertise in event coordination, customer relationship management, and project leadership. Driven by her passion for creating memorable experiences, Renata embarked on a new chapter in her career by becoming an Independent associate of HelmsBriscoe. She leverages her expertise to provide clients with tailored solutions and unparalleled support in organising successful meetings and events. Renata offers comprehensive meeting procurement services in English, Swedish and Polish to her corporate and private clients at no added cost. Her services include Global Venue Sourcing, i.e. assistance with finding the perfect venue for meetings, incentives, conferences and events, Contract Negotiation, i. e. negotiations with venues and suppliers to secure best terms and ensure cost-effective solutions, Event Planning Support, i.e. support throughout the event planning process, including guidance on logistics, budgeting, and vendor coordination to ensure seamless execution. Budget Management, i.e. optimizing budgets by identifying cost-saving opportunities and negotiating competitive rates with venues and suppliers as well as Risk Mitigation, i.e. advise on risk management strategies and compliance with industry regulations to minimise potential disruptions to events. Renata's expertise allows her to deliver personalised and efficient meeting procurement solutions that meet the unique needs and objectives of her clients. Please contact [Renata](mailto:Renata@helmsbriscoe.com) at rrosberg@helmsbriscoe.com.

[Find out more](#)



Nina Andersson

Nina is still taking the first steps in her professional career. She has solid experience in administration, recruiting, translating and in a variety of office tasks. She is passionate about the English language and would love to use it in her professional life. She already has good Swedish language skills, but is working on excelling her Swedish language proficiency. Her mother tongue is Polish as she grew up in Leszno in east/central Poland. Nina is looking forward to working and blooming in a stimulating and developmental environment.

She recently joined the editorial team of the newsletter *Our Chamber* and is currently looking for new job opportunities in Sweden or remotely from Poland or other countries. Please contact her at ninaxandersson@gmail.com.

[Find out more](#)



Keynote Business Consulting

“A strategic partner for cross-border business transactions between Sweden and Poland. With excellent understanding of law and finance and thorough insights into both markets, we lead clients towards favorable business opportunities. Our founder, Matthias Gutt, has extensive experience as CEO of successful Swedish companies in which his expertise in digitalisation and cost efficiency has contributed to increased turnover and growth. Our experience in collaboration with Polish and Swedish companies, together with a traffic license for haulage operations, allows us to offer tailor-made solutions to achieve your business goals. We strive to be more than consultants; our goal is to be the force behind your growth and increased profits. Keynote Business Consulting AB is ready to be your partner and guide you on this journey with commitment and professionalism.” Please contact CEO [Matthias Gutt](mailto:matthias.gutt@keynote-business.com), matthias.gutt@keynote-business.com.

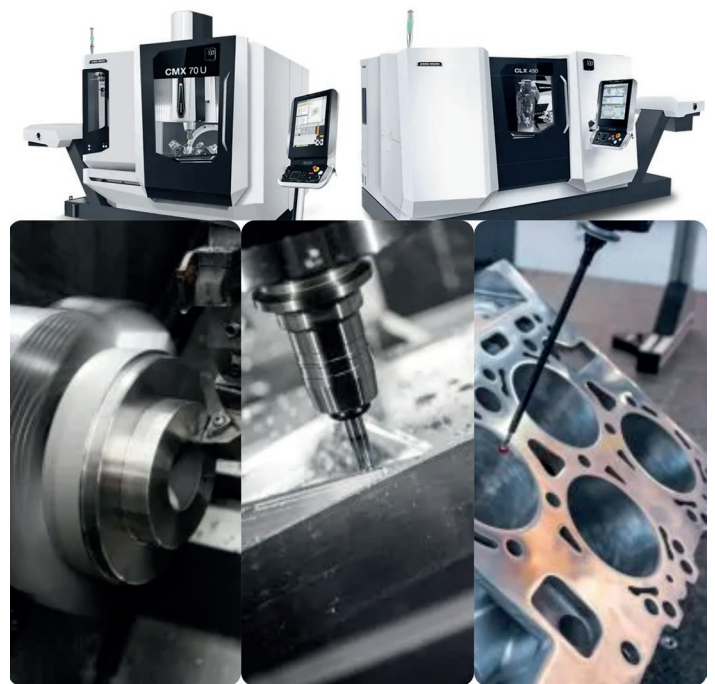
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Klima-Therm AB

“A leading company in the Swedish market with a complete range of cooling, heating and ventilation products for all needs. With strong brands, experienced employees, the market’s best technical support and excellent references, we can offer competitive, sustainable and efficient products and solutions for commercial, industrial and residential properties. Klima-Therm is the market leader when it comes to natural refrigerants and has the market’s widest and most complete program of units with R290. We have a big and growing customer base in the Nordic region. The head office and the central warehouse are located in Partille outside Gothenburg and we employ more than 30 people at our sales and support offices in Gothenburg, Stockholm, Malmö, Norrköping and Boden. We are distributors of the following brands: Fujitsu General, Fuji Electric, Kaisai, Clivet, Emicon, MTA, Refteco, Eden, Austria Email, Impromat, Klimor and Ensy. With our successful business concept “Let’s do business together” we strengthen our customers’ position in the market and generate profitability and good business. Klima-Therm is part of a strong and growing European group with seven climate and cooling technology companies in six countries, operating in the Nordic region, the Baltic States, Poland, Germany and the United States. The group employs about 550 people and has a turnover of more than MEUR 250.” Please contact CEO [Magdalena Rozmiarek](mailto:Magdalena.Rozmiarek@klima-therm.com), mrozmiarek@klima-therm.com.

[Find out more](#)



HARDPOWER

“Deals with CNC machining - turning, milling, drilling, tapping, saw cutting, abrasive machining and assembly. We make precise metal and plastic parts for such industries as automotive, mining, metallurgy, renewable energy, shipbuilding, construction, tools and machinery. We deliver both unit and mass series orders. Our qualified staff in the machining industry is a group of experts who combine over 30 years of experience with a modern approach to technology. Thanks to advanced devices, such as multi-axis milling machines and CNC lathes, we are able to implement even the most complex projects with extraordinary precision and efficiency. There are no tasks that are impossible for us – there are only those that take relatively more time. We always focus on reliability, professionalism, sustainability and punctuality. Today we sell our products in such countries as Germany (more than 60%), Denmark and Poland, but we are about to increase our presence in Sweden and other Nordic countries and are looking for new business relations.” Please contact [Bartosz Baranowski](mailto:bb@hardpower.pl), bb@hardpower.pl.

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SVENPOL CONSULTING



Expert

ÖPPNAR DÖRRAR TILL POLSKA MARKNADEN

NASZA EKSPERTYZA, TWOJE CELE
- WSPÓLNY SUKCES NA SZWEDZKIM RYNKU

SvenPol Consulting

“We are specialists in navigating Poland’s business opportunities, offering tailored solutions to find unique products for your brand and establish your own production. By cooperating with reliable Polish suppliers, we aim to create profitable business relationships and streamline the process from start to finish. Let us be your bridge to successful partnerships and growth. Our approach creates added value and leads to significant savings as well as improved profitability. Discover new business opportunities through our work to bring together the visions of your Scandinavian and international companies with Poland’s diversified offerings. Our expertise in facilitating collaborations across market boundaries catalyzes growth and innovation for your business. Through strategic matchmaking and focused support, we optimize for maximum synergies and success.” Please contact CEO [Martyna Zielińska](mailto:martyna.zielinska@svenpol.se), martyna.zielinska@svenpol.se.

[Find out more](#)

Complexity made Clear



Svalner

Sweden’s leading independent advisory service firm in tax and financial transaction services advice, founded in 2005. The company specializes in corporate taxation and indirect taxes, financial due diligence, valuation, and accounting. Svalner possesses specialist expertise in industries such as real estate, automotive and manufacturing, banking and finance, M&A, and Private Equity. Svalner is since March 2024 a part of the Svalner Group, which also consists of Alder, a growing Finnish advisory firm within the same fields of expertise. Svalner Group has in total approximately 175 employees and branches in Stockholm, Gothenburg, Helsinki and Turku. Please contact [Patrik Sedlar](mailto:patrik.sedlar@svalner.se), patrik.sedlar@svalner.se, who is a partner at Svalner and provides tax advisory services in English, Polish and Swedish.

[Find out more](#)



Tallbacka Lodging

“Tallbacka Lodging has 10 years of experience in providing accommodation solutions in Sweden for customers representing a large variety of industries. We have different types and sizes of accommodation, suitable for singles, couples and families. We also have accommodation that can be shared by several people, which is common in the construction sector. Most of our apartments are in Stockholm and Malmö, but we also have apartments in other cities such as Västerås, Uppsala, Sundsvall, Gothenburg, etc. If needed, we can organize accommodation for many tenants in the same area. We have our own service and cleaning personnel. Our staff speaks multiple languages, including English, Swedish and Polish.” Please contact CEO Magnus Norlén, magnus@tallbackalodging.se.

[Find out more](#)

ROIALS Automation

“ROIALS Automation helps B2C and B2B ecommerce teams to undeniably and relentlessly grow revenues, loyalty and customer lifetime value. As official partner of [SALESmanago | AI Commerce Growth Platform](#), we equip you with the world-renowned AI-driven Ecommerce Growth Platform for Winners. Salesmanago is the world’s true HOME of personalization and AI-powered marketing automation. Currently +400 employees and +2000 users globally, including such brands as Adidas, BMW, Starbucks, Vodafone, Yves Rocher, Lacoste and Victoria’s Secret. Salesmanago delivers easy-to-use, enterprise-grade solutions that will make your customer interactions feel exceptionally personal. Easily collect and integrate Zero-, First-, and Third-Party Data from any sources. Go beyond simple transactional and behavioral data and identify high-value purchasers with Segmentation, RFM Analysis, and Predictive Analytics. Put your customer data to work in AI-driven personalized campaigns. Embrace the power of AI-based content creation tools to design marketing communications that turn heads. Connect with each customer on their preferred channels. Leverage AI to deliver personalized recommendations based on customers’ interests and preferences.” Please contact Founder and CEO [Jimmie Malm](mailto:jimmie@malm.royals.co), jimmie@malm.royals.co.

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The Swedish arm of the total talent management giant Infotree Global Solutions, with more than 5000 employees and operations in more than 150 countries across 5 continents. Infotree Global proudly serves more than 250 of the Global 1000, numerous government agencies, and some of the world's largest nonprofit organizations by catalyzing their business growth with top talent. Infotree Global is here to help the best talent work with the greatest companies to produce innovative results in a variety of industries including but not limited to IT, Engineering, Clinical, Skilled Trades, Finance and Accounting. The company states proudly "At Infotree Global, we understand the challenges of finding the perfect fit for your team. That's why we offer tailored solutions designed to meet your unique hiring needs. With our global presence, expertise, and comprehensive approach, we'll help you discover the talent you've been searching for." Please contact Head of Recruitment and Business Development - Nordics [Oscar Andersson](mailto:oscar.andersson@infotreeglobal.com), oscar.andersson@infotreeglobal.com.

[Find out more](#)

NOITAC

ELECTRONIC PRODUCTS FROM DESIGN TO PRODUCTION

HARDWARE AND
SOFTWARE
DEVELOPMENT

QUICK AND EFFECTIVE
DELIVERY OF
PROTOTYPES

MVP
DEVELOPMENT
FREE OF CHARGE



NOITAC

"NOITAC specializes in the development of electronic products, from design to production. Our commitment to innovation and quality has allowed us to offer free MVP development and quick and effective delivery of prototypes, distinguishing us as a reliable partner for the delivery of high-end electronic devices. NOITAC is co-managed by two visionary founders, [Mateusz Niedzielski](#) and [Filip Dudek](#). Their leadership has been instrumental in our journey from initial concept to the final product, providing tailored solutions that meet highest European standards. This partnership has produced over 20 specialized products, delivered more than 90.000 devices to the European market, significantly impacting the utility management industry by enhancing heat meter capabilities and focusing on versatile data communication solutions. We are excited to increase our presence in the Swedish and Scandinavian markets and to connect with the community of the Swedish-Polish Chamber of Commerce. We look forward to contributing our expertise and dedication to excellence." Please contact the Founders, [Mateusz Niedzielski](#), mateusz.niedzielski@noitac.com or [Filip Dudek](#), filip.dudek@noitac.com.

[Find out more](#)



NordPolen Teknologii

Specialises in connecting Nordic businesses with Poland's leading IT and tech services. "We find and select the proper tech solutions for Nordic clients, while helping Polish IT companies expand their reach into the market. Whatever the need, there is a Polish company for that. Our focus is on cross-border collaborations, offering services that include consulting, vendor search and management, project management, and specialised training." With a robust network and a deep understanding of Nordic and Polish tech landscapes, NordPolen is a vital link driving mutual growth and innovation in the tech sector. NordPolen's founder and CEO, [Jacek Ziolkowski](#), has established himself as a dedicated professional in the technology consulting and digital services industry, with over a decade of experience in sales, account management, recruitment, and team development. Throughout his career, he has successfully built and led teams, driving business growth and fostering long-term relationships with clients. Please contact Founder and CEO [Jacek Ziolkowski](#), jacek.ziolkowski@nordpolen.eu, +46 793 379 387.

[Find out more](#)

TAX & TECH KRAFT



Magdalena Adamczuk



Tomasz Rysiak

Tax & Tech Kraft

An advisory firm focusing on EU grants and tax services for innovative businesses. The aim of membership of Tax & Tech Kraft in the Swedish-Polish Chamber of Commerce is to address the needs of innovative enterprises operating between Poland and Sweden when it comes to the public funding (financing) and tax security of their business endeavors. Tax & Tech Kraft specializes in securing EU grants for research and development projects (especially within so called SMART programme) as well as EU and Polish grants or acceleration programmes for start-ups (Start-up Platforms, Warsaw Booster, StartUp Booster Poland to name a few). Magdalena Adamczuk (head of EU grants at Tax & Tech Kraft) notes "We see several great start-ups and scale-ups already operating in the region and benefiting from the opportunities offered by the Swedish and Polish markets. We would like to be a part of this community and help all these entrepreneurs to succeed in making their ideas a real business". The expertise of Tax & Tech Kraft is based on several years of experience of Tax & Tech Kraft team members in advising the businesses operating in the Baltic Sea region. This allows members and connections of the Swedish-Polish Chamber of Commerce to benefit not only from the technical excellence of the Tax & Tech Kraft team but also from their cultural awareness and practical knowledge of doing business in the Polish / Swedish environment. Please contact Founding Partner [Magdalena Adamczuk](#), magdalena.adamczuk@ttkraft.pl.

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We are the
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As a Microsoft #ERP implementation partner with 22 years of market presence, XPLUS stands as a beacon of progress in the tech industry, specializing in the delivery of cutting-edge ERP and various Business Applications powered by Microsoft's technologies. The commitment extends beyond technology, aiming to foster effective business ecosystems through comprehensive solutions. The company's focus on Manufacturing, Construction, Retail&Distribution, and Finance sectors allows for the delivery of new implementations, upgrades, system rollouts, testing services as well as post go-live maintenance and support. Proven methodologies and unique tools, along with extensive experience in multinational programs, ensure high-quality solutions tailored to each industry's specific needs. With 60% of services dedicated to Scandinavian and Western European customers, XPLUS has established a solid footprint in Europe while delivering Products e.g. [Executive Automats](#) globally. A team of over 200 professionals, primarily based in Poland, forms the operational backbone, positioning XPLUS as the largest D365FSCM partner in CEE. As XPLUS celebrates over two decades of innovation and partnerships, there is a keen interest in expanding further into the Nordics. For regional contacts please contact Brand Ambassador Nordics [Sari Brander](#), sari.brander@xplusglobal.com, +358 40 544 9634

[Find out more](#)



HOLDING-ZREMB Gorzów

"We are one of the leading Polish manufacturers of welded steel structures and we specialize in the production of constructions for the machine building and power industries. Our history goes back to 1955. Today we have approximately 400 employees. The high quality of our products and delivery of services has allowed us to gain the trust and respect of many customers, not only in Poland, but all over the world. We export our products to, among others: Finland, Norway, Germany, Denmark, the Netherlands, France, Austria, Great Britain, USA. We offer a wide range of products and services. We produce, among others: gantry crane steel structures, machine frames and support structures, dampers, equipment for wind turbines, grabs, crane equipment, transport trailers, industrial fans, equipment for steel works and cement and power plants, light steel structures including staircases, ladders, platforms, handrails, and equipment for farm buildings. We manufacture structures on the basis of documentation provided by the customer. We additionally offer a range of machining services and hot-dip galvanizing services." Please contact Marketing and Commercial Director [Sylwester Kubala](#), s.kubala@holding-zremb.pl.

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Just_LAW



Just_LAW

A premium law firm specializing in the digital sector. *Just_LAW* is a Polish law firm with a special focus on Sweden and assisting Swedish companies doing business in Poland. Daniel Jastrun and Karolina Henriksson are experienced in working on Polish-Swedish projects and speak both Polish and Swedish. *Just_LAW* provides expert advice to IT, technology and e-commerce clients on a wide range of IT/IP, commercial, corporate, data protection, privacy, compliance, employment and M&A matters. They provide comprehensive support to clients in the technology sector, from market entry, company formation and employee recruitment, to dealing with corporate and employment issues, ensuring data protection and GDPR compliance, including cloud and fintech projects. With extensive experience in assisting foreign investors entering and doing business in Poland through its renowned Nordic Desk, *Just_LAW* is well equipped to guide Nordic clients through the process of doing business in Poland. Please contact [Daniel Jastrun](mailto:daniel.jastrun@justlaw.pl), daniel.jastrun@justlaw.pl.

[Find out more](#)



Navati

We are architects of change, we craft digital solutions. Our mission is to empower businesses and individuals to thrive in the dynamic landscape of the AI age. We blend cutting-edge technology with strategic insights, ensuring that the strategy of our customers is suitable for current times. We prioritize understanding the unique needs of customers to deliver tailored, impactful solutions but especially to help navigate during current, highly paced, and technology-driven times. We also unlock the potential of artificial intelligence with our comprehensive training programs. It is not only about our customers, as in the ever-evolving digital realm, we are committed to continuous learning, and staying at the forefront of industry advancements. Please contact Founder [Daniel Bak](mailto:daniel@navati.se), daniel@navati.se.

[Find out more](#)

MEET A MEMBER

A beacon for international B2B companies aiming to penetrate the Swedish and Nordic markets

By Daniel Båk

accello

Accello is a consulting and advisory company specialised in Strategic Market Penetration for B2B Companies, mainly in IT, Finance, Manufacturing, and Tech Sectors. The Accello team's approach combines deep industry knowledge with a nuanced understanding of each sector's specific needs. This expertise is complemented by familiarity with the local business environment, positioning Accello as a highly knowledgeable partner in these markets.

The company's comprehensive approach includes conducting market research, developing effective sales strategies, and crafting unique value propositions. A key service is the proactive booking of meetings with potential new customers, facilitating direct connections with important market players. Choosing Accello means partnering with a team that is dedicated to your success in the Swedish and Nordic markets. This commitment is backed by professional expertise and a practical understanding of the business landscape, ensuring your venture not only enters but makes a substantial impact in these markets.

Our Chamber has interviewed Victoria Rentzhog, Founder and CEO of Accello (victoria@accello.se).

Our Chamber:

Could you, please, elaborate on how Accello stands out in supporting its international clients?

Victoria Rentzhog:

Accello is a beacon for international companies aiming to penetrate the Swedish and Nordic markets. Specializing in B2B collaborations, particularly in tech, finance, and industrial sectors, we leverage our deep industry knowledge to navigate these complex markets. Our services are highly tailored, beginning with an in-depth interview to fully understand and evaluate our clients' offerings' viability in these markets.

Before taking any steps, we conduct comprehensive market and business analysis to ensure a clear path to profitability and market entry. For companies that see a mutual value, we craft bespoke sales, growth strategies, and value propositions. Beyond crafting business proposals and market introductions, we excel at scheduling meetings with potential clients, offering a continuous service to ensure sustained growth. Our role can extend to acting as your local agent, bridging cultural and business practice gaps, and even providing support through our network of legal and financial experts. This holistic approach, either as a complete package or à la carte services, sets Accello apart as a facilitator of successful market entry and expansion.

Our Chamber:

From your perspective, what are the key success factors for international B2B companies entering the Swedish market?

Victoria Rentzhog:

Navigating the Swedish market's unique cultural and business landscapes is indeed challenging yet rewarding. The Swedish business culture is characterized by a trust and consensus-oriented approach to new partnerships, emphasizing transparency and quality. This cultural nuance means that having a local presence or contact significantly enhances your credibility and eases initial business engagements.

Accello's expertise lies in understanding and navigating these cultural specifics. We know that Swedes value long-term relationships, requiring trust and time to open up about their real concerns and needs. Our role is to facilitate this process, ensuring a smoother transition for international companies. Moreover, demonstrating competency and prior success with similar or local companies can significantly boost your standing.

Having a local presence or contact, and even minimal Swedish language skills, can greatly impact your market entry success. Accello is your ideal partner in this journey, ensuring that your business not only enters the Swedish market but thrives in it.

Our Chamber:

What motivated you to join our Chamber, and how do you view the Chamber's operations?

Victoria Rentzhog:

Joining the Swedish-Polish Chamber of Commerce was a strategic decision for Accello. Poland presents a significant opportunity for Swedish businesses, especially given the current global political climate. The geographical proximity, high communication and work quality, shared time zone, ease of travel, and both countries being within the EU framework make Poland an attractive partner for Sweden.

Our experience with the Chamber has been exceptionally positive, reflecting the high level of professionalism and support that matches our standards at Accello. It's a partnership we value greatly, one that enhances our mission to bridge businesses across borders with success and efficiency.



Founder and CEO of Accello
Victoria Rentzhog



Comprehensive assistance with market entry in Sweden and in the Baltic States

By Jerry Ralowski



Expand Abroad Services is a dedicated management consulting company that specializes in international business and simplifies the process of expanding in Sweden and in the Baltic States. The company's mission is to provide support by making it a seamless process to identify lucrative business opportunities and to establish valuable partnerships in the local market. The range of services covers everything from assistance with acquisitions, developing business relationships with suppliers or customers to strengthening the clients' position in the new market. The company's network includes a wide range of suppliers, distributors, retailers, wholesalers, agents, customers and staffing companies that offer plenty of opportunities for everyone considering international expansion. Over the years, Expand Abroad Services has successfully collaborated with businesses from various sectors, including the metal and machinery industry, forestry industry, road construction machinery industry, steel construction, and construction and building material industry.

We have had the opportunity to interview Founder and CEO Jutta Lander (jutta@expandabroadservices.com).

Our Chamber:

You have a truly extensive experience of consulting services and providing support for cross-border expansion. Are your clients mainly Swedish or international companies?

Jutta Lander:

We provide our services to any company that wants to expand in Sweden or the Baltic countries. Our primary market is Sweden and many customers are Swedish SMEs in the manufacturing industry. However, I am originally from Estonia, which has led to close collaboration with Estonian companies. Additionally, we have customers in Latvia and Lithuania, as well as in Slovakia. This year, we are expanding our business to other Scandinavian and European markets, such as Finland, Norway, Poland and Germany.

Our Chamber:

You are mainly known within the Chamber as an expert on entering the Swedish market. Can you also help our members and connections to enter the markets in Estonia, Latvia, and Lithuania?

Jutta Lander:

Certainly, one of our core businesses is to assist companies in navigating and finding business opportunities in Estonia, Latvia, and Lithuania. Our knowledge of these markets enables us to provide valuable support to companies aiming to expand into these countries. In some cases, when our clients require legal support, accounting services or assistance in evaluating companies for acquisition, we involve some of our local partners and sometimes we are able to fulfill the projects on our own. Swedish, Polish and other international companies with an interest in the Baltics are welcome to reach out to us.

Our Chamber:

Can you, please, describe in more detail a few typical assignments?

Jutta Lander:

Typical assignments may vary, depending on the specific needs of our clients, with each assignment tailored to address their unique needs and goals. Examples include market research, competitive analysis, developing market entry strategies, establishing local partnerships and client relationships, participating in exhibitions and providing ongoing hands-on support during the expansion process. Many assignments from clients in Sweden have involved identifying and evaluating potential suppliers or finding distributors in the Baltic countries. We provide country and industry insights, identify and contact suppliers, negotiate prices and accompany Swedish clients during onsite visits.

We have also assisted Swedish clients seeking new sales opportunities in the Baltics by supporting their sales department in connection to local market sales activities. For local distributor search, we identify new sales channels using our network and company databases covering the entire local market.

Our international clients often seek new customers and business partners across various industries in Sweden. We assist with competitive analysis, selecting market entry strategies, establishing sales units in Sweden and identifying as well as contacting potential customers. Furthermore, we assist clients in finding suitable exhibitions or business events in Sweden or the Baltics. We also collaborate with our clients at fairs to assist them in communicating with local visitors to find new business opportunities.

Our Chamber:

What are in your experience the key success factors for entering a new market?

Juta Lander:

In my experience the key success factors for entering a new market include well-defined goals anchored within the organization, proper time allocation, commitment, and consistency. Without these fundamental elements in place, no matter how well you have prepared and conducted market research, success is unlikely. Entering a new market demands a substantial time commitment and investment in various resources.

Our Chamber:

What do you think so far about membership in the Chamber?

Juta Lander:

My initial impressions are positive. The Chamber provides valuable networking opportunities as well as a platform for knowledge exchange and collaboration. I would like to highlight commitment, hospitality and the warm welcome I have received from the Chamber. Dedication and marketing skills on LinkedIn are valuable assets for the members. Thank you for that!



Founder and CEO
Juta Lander



Digital transformation and improved operational effectiveness with emphasis on sustainability

By Weronika Sikora



ConnectPoint provides its customers, mainly manufacturing, utility and renewable energy companies with services and software which enable digital transformation, operational effectiveness improvement, data management and achievement of sustainability goals (including ESG). The company combines its own unique technological solutions with technologies provided by Aveva (OSIsoft PI), Microsoft and Google. With a strong presence in Poland and Germany, ConnectPoint continues its international expansion and offers its consulting and technology expertise in Sweden and the Nordic countries.

“At ConnectPoint, we don’t just keep up with industry trends; we set them. Our unique approach involves seamlessly merging IT and automation systems, symbolized by our name, which reflects our ability to bridge two worlds—IT and OT. We excel in operational data collection and analysis, providing actionable insights that empower both operational teams and management. What truly sets us apart is our commitment to sustainability and operational excellence.

Imagine a future where your operations not only run seamlessly but also contribute to a greener world. We promote sustainability as an integral part of the digital transforma-

tion journey for companies. Specializing in integrating automation systems, we offer advanced warnings of potential anomalies, optimize production processes, and enhance energy efficiency. Our expertise extends to groundbreaking projects at the intersection of Industry 4.0 and ESG (Environmental, Social, and Governance) reporting. By strategically aligning our solutions, we ensure that choosing ConnectPoint not only boosts your operational efficiency but also aligns with your sustainability goals and regulatory compliance. ConnectPoint is ready to transform your initiatives and contribute to a future where sustainability and success go hand in hand”

Our Chamber has interviewed Dawid Pilc, CEO of ConnectPoint (dawid.pilc@connectpoint.pl) and Gabriela Gic-Grusza, Product Manager Data Management and Smart RDM solutions (gabriela.grusza@connectpoint.pl).

Our Chamber:

In which sectors and industries is ConnectPoint most active, and are you allowed to mention the names of some of your largest clients?

Dawid Pilc:

ConnectPoint operates in manufacturing, utility and renewable energy industries and delivers services and software which are tailor-made specifically for these industries. Our largest clients are:

1. RWE Renewables – we provide specialized software house and OSIsoft PI services to the 3rd biggest energy and renewables operator in Europe (200 farms with the capacity of 13 GW)
2. Veolia (water management, waste management and energy services) – we support operations of the biggest district heating network in Europe (including GIS-based management)
3. Danone (food manufacturing) – OSIsoft PI empowered with SmartRDM data management software supports the largest Danone manufacturing site in Europe and enhances the overall equipment effectiveness as

well as predictive maintenance.

4. Leipziger Stadtwerke – municipal services company in Germany is supported by our software house services and energy efficiency technologies.

Our Chamber:

Can you describe a few of your recent assignments?

Gabriela Gic-Grusza:

I would like to mention the following examples:

1. Veolia – implementation of „Intelligent Heating network” for the largest heating network in the EU (~20k heating roots, at 190 km² area) resulted in increased control, optimized exploitation, improved operational efficiency and decreased environmental impact. The project included network visualization (GIS-based solution supported with weather forecasts, advanced heating forecasting and maintenance work schedules), decision support software, a monitoring center and a data warehouse with a central data repository.
2. Mondi – implementation of the OSIsoft PI platform

for Mondi production sites to improve manufacturing effectiveness and control. The platform implementation comprised a Production Monitoring System with PI, integrated applications as well as data warehouse monitoring and reporting.

3. RWE Renewables – our latest project was provision of maintenance processes optimization solutions to minimize non-productive time of turbines. We created a strategic decision support framework to help our customer decide on the best maintenance framework to be applied in a specific production facility. The challenge was to enable simulation of the effects of implementing the maintenance strategy on key KPIs in a risk-free virtual environment (digital twin)

4. Twinings – due to challenges of growing demand for production capacity, the customer’s primary aim was to augment the capacity of its current machinery park. Our approach was two-pronged; firstly, we wanted to streamline operations by enhancing the Overall Equipment Effectiveness (OEE), thereby maximizing the utilization of existing machinery without the need for new capital investments. Secondly, we sought to systematically improve cost efficiency by minimizing production losses. Balancing these two objectives proved to be a crucial task in maintaining the competitive edge while meeting the escalating demands for production capacity. As a result of the project Estimated OEE increased from 78% to 80%

5. Ceramika Paradyz (Ceramic Tiles manufacturing) – the latest assignment focuses on the implementation of advanced analysis and production recommendations to improve production efficiency as well as to decrease waste and energy consumption. Big data-powered analysis combined with newest algorithms provided recommendations on the best composition of ingredients to minimize the volume of defects in the final product (to avoid defects before they occur).

Our Chamber:

Why are you interested in the Swedish market and what are your plans when it comes to Sweden?

Dawid Pilc:

The Swedish market is well known for its innovation-friendly environment and technological advancement. We see a lot of synergies between what Sweden values in business and what ConnectPoint offers. Our plan is to bring our expertise in AI and custom software development to Swedish industrial companies and to foster partnerships that drive mutual growth. We already support customers and partners in Sweden. In our strategic plan, taking into account the specifics of the Swedish market such as the high number of large manufacturing and renewable energy companies, Sweden is a primary target market for utilizing our expertise built in DACH and CEE markets.

Our Chamber:

How did you get in touch with the Chamber and what are your impressions so far?

Dawid Pilc:

As mentioned, we have created a strategic plan to become a significant player in the Swedish market in our target industries. We plan to initially focus on local partnerships and local industry events allowing us to demonstrate our capabilities. In the longer run we aim to set up a local branch and to build local structures. We find cooperation with the Chamber as the perfect fit to this plan. The Chamber operates really actively and brings together many possible business partners with potential for mutual benefits from cooperation. Our goal is to take active part in The Chamber’s activities and events.



Product Manager Data Management and Smart RDM solutions
Gabriela Gic-Grusza



CEO of ConnectPoint
Dawid Pilc

The perfect gateway for international food companies to the Nordic markets

By The Editorial Team



Food Collective is a full service commercial partner for FMCG (fast moving consumer goods) enterprises with an ambition to develop their business in the Nordics. The company was founded with an idea to offer products and services to the grocery trade. It has increasingly developed into a consulting company that offers business-related services to both Retail and HoReCa (hotels, restaurants and catering, in other words the whole food service industry). Food Collective offers a fully comprehensive range of go-to market services which include everything from retail analytics, assortment optimization, branding, distribution and logistics to market strategy, sales and in-store execution.



We have interviewed Food Collective's Founder and CEO Jenny Köpper (jenny.kopper@foodcollective.se).

Our Chamber:

Does Food Collective mainly work for international companies or are your customers both domestic, Nordic, and international companies?

Jenny Köpper:

At Food Collective, we work with a diverse range of clients, including both domestic and international companies from both EU and non-EU countries. For domestic companies, we offer tailored support and strategic guidance to optimise their operations and market presence. Meanwhile, for international brands, we serve as local representatives, facilitating market entry and managing their business operations effectively within the Nordic region.

Our Chamber:

Does Food Collective mainly work for international companies or are your customers both domestic, Nordic, and international companies?

international companies?

Jenny Köpper:

For international companies, we act as their country manager in Sweden, offering a cost-efficient alternative to hiring someone. We typically develop tailored go-to-market plans and execute them. First, we assess the product's suitability for the market and conduct a business case analysis. Once viability is confirmed, we create a business and brand strategy, find the best logistics solution, and ensure compliance with national trade regulations. When the product is ready to be sold in Sweden, we introduce it to customers and execute marketing activities to drive sales.

Our Chamber:

You operate throughout the Nordics. Are the Nordic markets for food products very similar to one another or are there big differences between the Nordic countries?

Jenny Köpper:

While the Nordic countries share certain similarities, each market presents its own distinct characteristics and preferences. Factors such as consumer behaviour, cultural influences, distribution channels, and regulatory frameworks vary across the region. Therefore, while there may be overarching trends, it is crucial for businesses to tailor their approaches to each specific Nordic market to maximise success.

Our Chamber:

What are in your experience the key success factors for foreign food companies with an interest to enter the Swedish food market?

Jenny Köpper:

We always tell companies that they must “do their homework” before entering the Swedish market. It is essential to start with thorough research to identify market gaps and opportunities. Even though Sweden is part of the EU, it has its unique regulations and launch processes. To succeed, you need to find a reliable partner who

understands the market and can guide you. Crafting a strong business plan and launch strategy specifically tailored to the Swedish market is key. It is also important to be patient, as there are long lead times and the process of becoming an approved supplier can take several months.

Our Chamber:

What do you think so far about membership in the Chamber?

Jenny Köpper:

We are very satisfied with our membership. This year, we have placed a stronger emphasis on expanding our international outreach, and the Swedish - Polish Chamber of Commerce has proven to be a key partner in achieving this objective. The community is active and collaborative, and the communications and support are excellent. Among all the chambers of commerce we have worked with in Sweden, this one stands out as one of the most dynamic and well-organised.



Food Collective`s Founder and CEO

Jenny Köpper

B2B Marketing and go-to-market strategies

By The Editorial Team

Katarzyna Sarba is a marketing manager with extensive expertise in crafting go-to-market strategies for engineering and B2B companies. Her services and communication skills cover a vast range of areas and topics in the technical landscape. Some of her key areas of specialization are hydrogen solutions, energy management systems, thermal modeling, machine learning and robotics, engineering as well as manufacturing.



Marketing Manager

Katarzyna Sarba

Katarzyna has a proven track record. She launched the Scandinavian company Geobear Poland and its solutions to the Polish audience in both the B2B and the B2C segments. Her strategic approach helped with a smooth market entry and helped to establish a strong foothold for Geobear Poland in the market. Currently, as an independent professional, running her own agency, Katarzyna Sarba is at the helm of marketing and

communication efforts for the Swedish company Entrade Polska.

Katarzyna states “My goal is to connect Scandinavian companies with Polish customers. And, since I have niche experience in deep-tech marketing: to also bridge the gap between engineers and business by effectively communicating their complex and intricate solutions to the public.”

We have interviewed Katarzyna (katarzyna.sarba@marketingtechniczny.pl) about her business operations.

Our Chamber:

Can you, please describe the range of services which your firm performs for foreign investors in Poland and do you also work with domestic, Polish, companies?

Katarzyna Sarba:

I specialize in providing go-to-market strategies tailored specifically for B2B, engineering, and SaaS companies. I work with both foreign investors seeking to enter the Polish market and local Polish companies. What I believe differentiates me from others is the niche I operate in. I work in sectors perceived as challenging and difficult, such as industry, robotics, engineering, energy and construction.

I can help you to find answers to questions such as:

- How to successfully introduce your product/service to the market?
- How to craft the best communication strategies for positioning your brand?
- How to communicate complex engineering solutions to businesses in a substantive yet clear and convincing way?

In a nutshell, since marketing is a broad concept, I advise on which marketing elements and tools to use to achieve

your company’s goals. My scope of work includes:

- Marketing strategies for products and markets
- Interim Marketing Management
- Fractional Marketing Management
- Account-based marketing strategies
- Lead generation
- Content creation (including case studies, white papers, articles, and website administration)
- Management of LinkedIn pages and profiles
- LinkedIn campaigns
- LinkedIn training and consulting
- Webinars

The actual services that I provide for a specific client depend largely on how far the client company has come in its development. For instance - very young organizations, start-ups, need support from scratch to build and position a product/service because they simply don’t exist in the market yet. And that’s the kind of assignments I enjoy the most! Other clients might want to replicate in the Polish market their already existing marketing activities, conducted in the home country. It is, of course, not always possible to transfer marketing activities 1:1 to another market, as the specifics of that market may require different tools or channels. But that’s where I come in; to make the transfer successful and to help build aware-

ness of the brand, product, or service in the new market.

Our Chamber:

We see you often on LinkedIn...

Katarzyna Sarba:

It's my favorite platform and medium, which I specialize in, as I focus on B2B marketing, and LinkedIn is a natural place for networking and business-to-business relationships. I often provide "ad-hoc LinkedIn assistance" I can for instance be at the helm of a client's communications on LinkedIn, manage a corporate channel or execute lead generation campaigns. I can help to organize webinars and use them as a promotional tool. In addition to that I write industry-specific articles and content, of course up to a certain level of generality, since I am not an engineer.

Our Chamber:

Can you name a few of the clients you have worked for, particularly the Scandinavian ones, and can you, please, tell us more about your collaboration with them?

Katarzyna Sarba:

As Head of Marketing and Customer Service, I introduced the Scandinavian company Geobear and the then-unknown technology of geopolymers injection to the Polish market.

The company was operating in Sweden, Finland, UK, USA and China and it made the strategic decision to enter Poland. As one of the core and earliest team members, I played a vital role in launching Geobear's solutions to the Polish audience, including both the B2B and the B2C sectors.

In my capacity as Head of Marketing and Customer Service, I was entrusted with the responsibility to create from scratch the marketing and target growth strategy for the Business Unit, developing an Account-Based Marketing (ABM) strategy tailored to B2B targets and selecting the most effective channels as well as mapping out a customer conversion strategy.

As a result of these efforts, I not only achieved the company targets but consistently exceeded them year by year. This resulted in remarkable year-to-year growth, including a 313% increase in opportunities in 2018 (compared to 2017), 52% growth in 2019, 18% in 2020, and 13% in both 2021 and 2022. The company (as a brand) and its solutions became recognizable in the market among customers. Moreover, our communication style and marketing initiatives were soon copied by competitors!

Currently, I am supporting a Swedish company, Entrade (providing installation materials for the HVAC industry) in a similar market entry. Furthermore, I have worked with clients from the industrial sector, including a company providing clients in Norway with software for CFD simulation and energy management systems, a company supplying vision systems for production based on machine learning and deep neural networks, a producer of robotic production lines and an integrator of such lines (using Italian and German equipment).

Our Chamber:

Is the Polish market in your view different from other Eu-

ropean markets and if so, what specific differences do you see and how do they affect your approach to marketing and go-to-market strategies?

Katarzyna Sarba:

Poland, like any other country, has its specifics and nuances that affect go-to-market strategies and the business approach. First and foremost, it is one of the largest developed markets in Europe, which adds to Poland's attractiveness as a destination for expansion. We have fantastic human resources and incredible intellectual capital, especially in the field of new technologies. Sweden is perceived as a highly innovative and technologically advanced country, but Poland also offers very high levels of technical competence. Polish IT specialists are known for their solid programming skills and thorough knowledge of the latest technologies. Polish companies are highly suitable as partners with the capability of delivering highly innovative solutions in the field of new technologies and with extensive experience of international projects.

Poland still offers a favorable cost-to-quality ratio since employment costs still compare favorably with Western European countries. Products from Scandinavia have a reputation for high quality but are also considered as expensive by Polish customers, who are very price-oriented. Scandinavian work culture is a term that is well-regarded in Poland, often associated with an advanced organizational culture and high salaries. Taking all of these factors into consideration, it is important to consider two options when entering the Polish market - adjusting the price of the product/service to the target group or "defending" the price through well-communicated USP (Unique Selling Points) and added value (such as positive associations with "Scandinavian quality").



As I mentioned, Poles like modern technologies, they willingly use social media, which is worth taking into account when building a marketing strategy and choosing the proper channels. Moreover, the go-to-market marketing strategy for the Polish market should always include several fundamental steps:

- creating a Buyer Persona and ICP (Ideal Customer Profile) in the local market. Understanding the specificity of the local market is crucial (e.g., the mentioned orientation of the Polish customers towards price).
- Product Marketing: creating basic materials in Polish (website, product catalog, Polish social media, Polish customer testimonials and, if possible, ensuring local social proof).
- Content marketing and organic activities supported by Demand Generation actions focused on paid performance activities such as PPC, SEO.

If a company already has established automated processes and areas (e.g., sales funnel), some marketing activities can be replicated, even though, as I mentioned earlier, it is not always possible to transfer marketing activities directly to another market. However, in the next step, the company should, in my opinion, still consider marketing support provided by a local partner to ensure that the transfer of activities from the home market is successful.

Our Chamber:

What is so far your impression of the Chamber?

Katarzyna Sarba:

First and foremost - thank you for having me as your member! The Chamber does a great job in terms of networking and I was also really warmly welcomed. I'm sure I will have great opportunities for many fruitful cooperations.

Comprehensive assistance with Business Development including stock market listings in Sweden

By Jerry Ralowski

Momentor AB is a consulting company specialised in Business Development and Corporate Affairs, including assistance to Swedish and international companies with an interest to go public in Sweden at Stockholm stock exchange (Nasdaq Stockholm), Nasdaq First North, Nordic Growth Market (NGM) or Spotlight market.



Momentor's Founding Partner
Sverker Littorin

Momentor's Founding Partner Sverker Littorin has held numerous senior executive positions such as Group Vice President of Elekta AB (publicly traded world leader in neurosurgery and irradiation cancer therapy), Executive Vice President of Pharmadule AB (modular pharmaceutical plants), CEO and also Chairman of MedCap AB, (publicly traded investment company specialising in pharma, biotech and Medtech) and CEO of Pharmera AB (trading company in pharmaceuticals and pharma ingredients).

Throughout his career he has had numerous Chairman and Board member positions in small and mid sized tech, game, health and service companies, both privately owned and publicly traded ones. Sverker graduated from Stockholm School of Economics and has also studied law at Uppsala University. He is Honorary Consul of Ethiopia.

We have had the opportunity to have a discussion with Sverker Littorin (sverker.littorin@momentor.se) about Momentor's services.

Our Chamber:

Momentor assists Swedish and foreign companies with an interest to go public in Sweden. Why would a foreign company want to do it?

Sverker Littorin:

Sweden has a very well developed equity market and offers excellent opportunities to list all types of companies, including small and mid sized ones, on a stock exchange.

The Swedish stock market for SMEs is the largest in the EU. There are three competing marketplaces - Nasdaq First North, Nordic Growth Market NGM and Spotlight Market. All three are trading platforms with similar regulations as the Main Market (Nasdaq Stockholm).

Sweden also has around two million private individuals who own shares in companies which are listed in Sweden. Almost every fifth person in Sweden has direct ownership of shares.

Reasons for becoming publicly traded, wherever it happens, are many. The company becomes more well-known, gets an increased borrowing power and can also issue more shares to get more money. Listed companies find it to be easier to hire qualified personnel - the stock market listing brings prestige as well as a stamp of approval and credibility. Furthermore a stock market listed company has its own "currency" - it can use its own shares to acquire other companies.

Reasons for listing a foreign company on a stock exchange in Sweden can be for instance higher liquidity than on other stock exchanges, higher valuation for a specific sector or industry and perhaps, in some cases, less paperwork and a smoother listing process. Of course, all the general reasons for a stock market listing are also applicable - the foreign company gains recognition and visibility in the Swedish market.

Our Chamber:

What types of foreign companies can benefit most from a stock market listing in Sweden?

Sverker Littorin:

I would say potentially all types of companies. I have personally assisted companies in such sectors and industries as gaming, food, IT services, energy, health, medical devices and subcontracting manufacturing in becoming listed on Swedish stock exchanges or trading platforms. Other companies for which a stock market listing can be particularly attractive are AI companies and companies offering sustainability services and technologies.

Our Chamber:

How long does the process take? Are lengthy preparations necessary?

Sverker Littorin:

The length of time from A to Z depends on the maturity of the company at the time when we start working on a stock market listing. That includes the quality of staff and of the financial reporting system, the company's level of preparedness for answering questions from lawyers, accountants and the stock exchange itself. Other

factors of importance are for instance whether or not the company plans to make an IPO, that is to raise money by selling shares to investors, or just to float on a stock exchange, whether it intends to make a RTO Reverse Take Over or rather be subject to a regular stock market listing procedure.

In most cases I would say that one has to count for at least 4-6 months.

Our Chamber:

What other services can Momentor offer foreign companies with an interest in the Swedish market?

Sverker Littorin:

Momentor acts as a prolonged arm of the foreign or the local company and assists as a Project Manager in identifying and coordinating collaboration with an appropriate investment bank or a Corporate Finance firm, with lawyers, accountants, experts on investor relations and liquidity providers. We can also help to find the right external Board members, targets for RTOs and arrange private placements of shares etc.

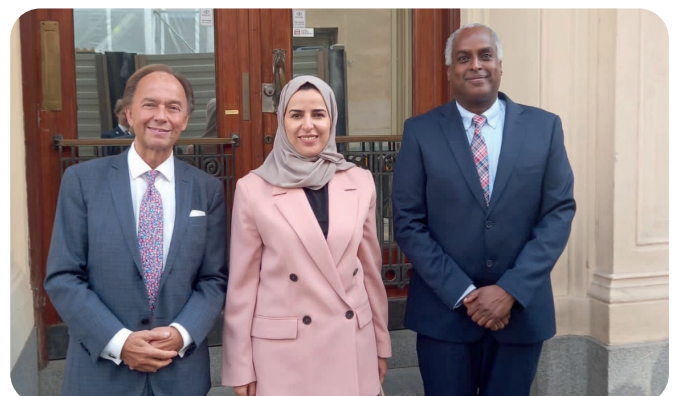
Other services which we offer are for instance finding business partners, distributors and acquisition targets. Lately, we have also helped clients to enter African markets with an extra focus on East Africa.

Our Chamber:

Why did Momentor become a member of the Chamber and what are your impressions so far?

Sverker Littorin:

The Chamber seems to be very active and its events attract many participants. There were 100 persons present at the latest event I attended, and about as many connected online via Zoom. I also believe that there are Polish Tech and service companies that would benefit from a stock market listing in Sweden. So far I have helped Swedish and Finnish companies to be listed on a stock exchange here, and lately also an African company with a South African origin. Poland is fairly close to Sweden, we have a common history, and several ferry lines as well as airlines providing transportation between our countries. The EU and the current geopolitical instability have also brought us closer to one another. Finally - Polish entrepreneurship is well-known and well-respected in Sweden.



NEWS FROM THE CHAMBER

We join Polish Chambers of Commerce Abroad/PolChambers

PolChambers

Polish Chambers of Commerce Abroad

We are thrilled and delighted to inform that we have joined [PolChambers - Polish Chambers of Commerce Abroad](#), an independent association that coordinates a worldwide network of bilateral chambers of commerce and business organizations. Member chambers of PolChambers have been joining forces and using their extensive networks of contacts since 2017 to support Polish businesses abroad as well as foreign businesses in Poland.

By taking this step we have very substantially increased the network of international contacts which are available to our members.

PolChambers includes 26 bilateral chambers of commerce and trade organizations in more than 20 countries around the world, including USA, Uruguay, Spain, Serbia, Luxembourg, Albania, Estonia, Lithuania, Czech Republic, Israel, Italy, Hong Kong, Greece, Germany, Georgia, France, Chile, Brazil, Austria, Australia, Argentina (and now also Sweden).

COMING EVENTS

We cordially invite, together with our distinguished event partners, to the following free of charge events. Apart from the networking meeting in Warsaw on 8 October 2024, all events will be seminars with a choice to attend in person or online, at Bonnierhuset in Stockholm or via Zoom. All seminars, with the exception of the one on 14 May, will take place between 13.00 and 15.30, with subsequent networking. The seminar on 14 May will be preceded by the General Meeting of Members and will take place between 13.30 and 16.00.

You can register already at our website, <https://svenskpolska.se/en/anmalan-en/> or by emailing info@svenskpolska.se.

Please state the name of the event and whether you plan to participate in person or online.

2024/05/14	“Innovation – if you want to stay competitive”	2024/10/08	“Networking meeting in Warsaw” (not available online)
2024/06/04	“Doing business in Poland”	2024/10/28	“Logistics and transport - prepare for the revolution!”
2024/09/09	“Retail and ecommerce - new habits, new technologies”	2024/11/25	“Technology at Its Best”
2024/09/27	“Innovative solutions and disruptive technologies in the construction industry”		

There might still be speaker or panelist spots available at some events. We are always looking for speakers and panelists as well as topics with the ability to capture the attention of the audience. We normally give priority to our strategic partners and then to members, but we sometimes make exceptions.

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 appropriate website.





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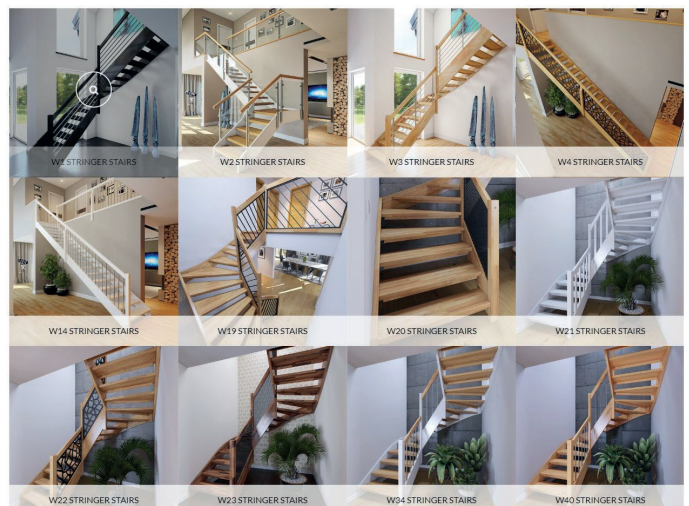
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- ⊙ Zweryfikowane newsy z pierwszej ręki - rzetelne i obiektywne
- ⊙ Informacje, skąd wziąć pieniądze na rozwój, jak unikać pułapek w przepisach i jak zmniejszyć ryzyko związane z prowadzeniem firmy
- ⊙ Codzienne informacje o tym, co ważne w polskim biznesie i jakie są rynkowe trendy w poszczególnych branżach
- ⊙ Pogłębione analizy sektorowe i makro - liczby i fakty, by łatwiej było zrozumieć i prognozować
- ⊙ Analizy i rekomendacje, w co i jak inwestować
- ⊙ Podpowiedzi, jak stać się lepszym menedżerem i jak zarządzać zespołem, by przebijając cele być ulubionym szefem

Wiarygodne informacje w biznesie są na wagę złota. W PB i na pb.pl publikujemy **500 artykułów** tygodniowo. Od 25 lat pomagamy Ci zarabiać.

skorzystaj z oferty >>

Napisz lub zadzwoń, by skorzystać z oferty

Zapraszam, Justyna Kalinowska
Menedżer ds. współpracy korporacyjnej

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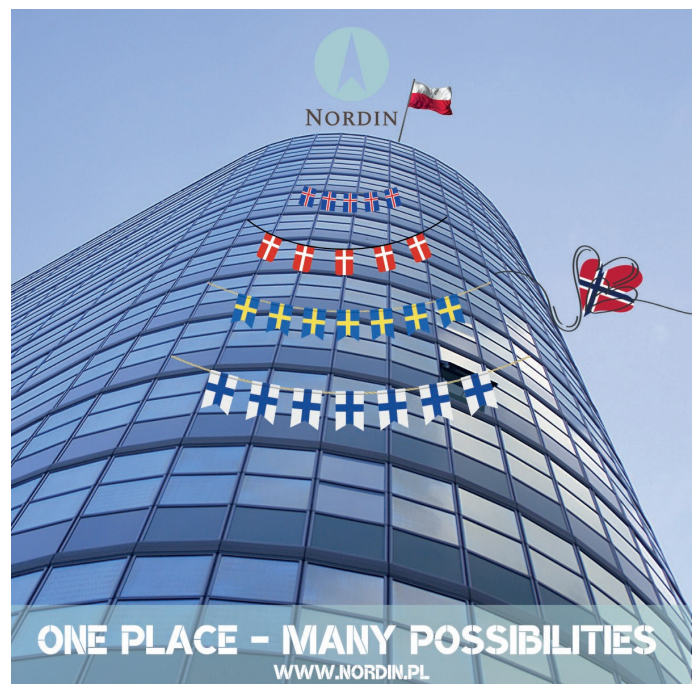


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