

OUR CHAMBER

Newsletter from Swedish-Polish Chamber of Commerce



Yvonne Magnusson

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**Unparalleled expertise
in Retail and E-commerce**

IN THIS EDITION

You are reading the sixth issue of the newsletter Our Chamber, published by the [Swedish-Polish Chamber of Commerce](#).

We are thrilled to unveil the event calendar for 2025, whose focus is creating business opportunities for our members and connections through introducing them to current and emerging trends, technological advancement as well as to market entry advice. Each event provides rich possibilities to network and networking is indeed the main theme of some gatherings.

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 in-depth articles

and interviews with selected members. This time we have talked to former CEO and the driving force behind the market leader in the building integrated solar roof space [SunRoof](#), [Lech Kaniuk](#), the retail and e-commerce consultant extraordinaire, Founder and CEO of [shiftretail@CFM AB](#), Yvonne Magnusson and to the CEO of the leader in industrial cleaning technologies [NOYEN](#), [Zbigniew Kurant](#).

Other articles feature the market entry expert [Witold Szwed](#), Founder of [Enterio](#), Founders and Partners at the one-stop-shop for business planning of R&D and innovation including obtaining EU funds [Tax & Tech Kraft](#), [Magdalena Adamczuk](#) and [Tomasz Rysiak](#) as well as [Malgorzata Wisniewska](#), the Founder of the accounting services and advisory firm [Target Redovisning AB](#).

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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:



Aspia

The Nordic leader in technology-driven business services, specialising in accounting, payroll, tax, and advisory. “With over 3,100 professionals across 160 offices in Sweden, Finland, Norway, Denmark, the Netherlands, and Ukraine, we serve 39,000 clients, from small businesses to large global corporations. Our annual revenue of 3.5 billion SEK reflects the trust our clients place in us. Why choose Aspia? We offer a unique combination of deep expertise and innovative technology, ensuring efficient, tailored solutions that enhance your business performance. Our wide range of services includes accounting, payroll management, tax advisory, ESG consulting, interim HR, M&A advisory, and financial transformation, making us a one-stop partner for all your business needs. Our clients choose us not only for our comprehensive services but for our commitment to delivering measurable results and a superior customer experience. Additionally, Skeppsbron Skatt, part of the Aspia Group yet operating as its own entity, specialises in high-level tax advisory services. This further strengthens Aspia’s ability to provide specialised tax solutions for businesses across various sectors. Partner with Aspia and Skeppsbron Skatt to secure a reliable, forward-thinking approach that empowers your business to succeed in a dynamic market.” Please contact Account Executive & Director Daniel Kitti, daniel.kitti@aspia.se.

[Find out more](#)

1Office

Founded in 2008, provides business services to local and foreign entrepreneurs in multiple languages and in seven European cities - in Estonia, Sweden, Finland, the UK, Ireland, Latvia and Lithuania. The company’s mission is to support entrepreneurs, offering strong local expertise to start, run and grow businesses. The broad range of services includes company formation, virtual office solutions, accounting, tax and legal consultations. 1Office’s team consists of experienced accountants, lawyers and tax advisers who provide assistance to clients from very different industries and from more than 60 countries. By operating in 7 different countries, they are able to extend their knowledge and network to businesses looking to expand locally and internationally. Please contact Head of Sales [Tönis Jögeva](mailto:tonis.jogeva@1office.co), tonis.jogeva@1office.co.

[Find out more](#)

Berghs School of Communication

“Berghs School of Communication is a Swedish award-winning school for communication professionals. We are serial winners at The One Show, ranking among the top five creative schools in the world. We have also been awarded Future Lions School of the Year at the Cannes Lions Festival more than any other school in the world over the past 10 years. Our secret? We offer collaborative, practical training for professionals to quickly develop skills that can be applied directly to their work. Our courses are designed and led by active industry professionals—practitioners, not academics. And we let you apply everything to practical cases, ensuring fast learning for anyone. Founded in 1941, Berghs has over 80 years of tradition in delivering professional-level education that leads to real jobs.” Please contact Project Director [Jasper Nordling](mailto:jasper.nordling@berghs.se), jasper.nordling@berghs.se.

[Find out more](#)

ASSECO
SPAIN GROUP



Asseco Spain

Part of Asseco Group, a leading multinational specialised in AI, focused on providing optimization solutions for corporate processes. In 2004 Asseco started its international expansion and has since then managed to build a solid network of companies operating in more than 60 countries around the world. With more than 30 years of experience, Asseco Spain has established itself as an IT leader in the national sector. Asseco Spain is a leading company in the new technologies sector, helping companies in different industries such as Transport, Banking, Insurance, Education, Pharma, Retail, Health and Public Administration with all their AI needs. Combining both hardware and software, Asseco Spain develops advanced solutions tailored for the needs of individual clients, using established and emerging technologies, covering the entire product life cycle. Asseco Spain Group plans to enter the Swedish market by launching its patented product, the AI Project Assistant (please see the description here). The company is looking for customers and a distributor(s) interested in this product. Please contact Communication Director [David García Núñez](mailto:david.garcia@asseco.es), david.garcia@asseco.es.

[Find out more](#)



Catharina Johansson Söderström

A frequently engaged Chairman of the Board and Board member, a Leadership Coach and Consultant as well as a Painter whose art has been featured at many art exhibitions. She is also a former Partner at PwC and a former trombonist in West Side Big Band. She has informed us about the following motives for becoming an Ambassador of our Chamber: • Entrepreneurship and enterprise are an important pillar for the employment and development of people, as well as for the welfare and prosperity of society • The Chamber is constantly organising relevant and time-efficient seminars for the benefit of businesses and entrepreneurs • Swedish and Polish history differ from each other, which has created partly different experiences and culture in terms of entrepreneurship, spirit and approach. Sharing of experiences between enterprises and entrepreneurs in these two countries is very valuable. Please contact Catharina at catharina.j.soderstrom@gmail.com.

[Find out more](#)



Edkom Consulting

Specialises in assisting small and medium-sized enterprises (SMEs) in achieving success in strategic business development, international trade, fundraising including raising of venture capital, management and, in the case of international companies, market entry in Sweden. By tailoring solutions to address the unique needs and constraints of each client, Edkom ensures that businesses receive personalised support. The focus is on providing practical and actionable recommendations that can be readily implemented to produce the desired results. With a commitment to delivering tangible outcomes, Edkom empowers SMEs to thrive in competitive markets and navigate the complexities of international trade effectively. The Founder, Edith M. Sundqvist, is a strategic leader specialising in business and organisational development with a focus on international affairs and venture capital acquisition. She has a proven track record of guiding organisations through periods of growth and transformation, while prioritising building long-term relationships to enhance profitability and sustainability. Known for her genuine and authentic approach to leadership, she emphasises profit and efficiency, driving positive organisational development. In addition to her work at Edkom Consulting, Edith has thorough experience of and accepts Board of Directors assignments. She is the Chairman of the Board at SWG, Scandinavian Wall Group and has recently been certified for her skills by Michaël Berglund Board & Leadership Services. Please contact Founder [Edith M. Sundqvist](mailto:edith@edkom.se), edith@edkom.se.

[Find out more](#)



Dominik Popa

An intern and a new member. Dominik is currently studying the last year of the BSc Economy and Society program at Lund University. Concurrently, he is beginning an internship period at the Chamber, eager and excited to contribute to its mission. Being new to the professional world, he is curious to explore the different industries and sectors in which the Chamber is active, and hone his skills. Fluent in Polish, English, and French, Dominik, dominik.popa5@gmail.com, is actively working towards achieving Swedish proficiency.

[Find out more](#)

YASH Technologies

“One of the largest privately-held global systems integrators and IT outsourcing services organizations. As an SEI CMMI (Level 5) and ISO 9001:2015 certified organization, we are a full-service partner with robust technology and consulting expertise and flexible engagement models to help businesses navigate seamlessly into the era of everything “digital”.

We have around 9000 business and technology consultants who are working from 43 YASH delivery centres spread across North America, Europe, Middle East and Asia Pacific.” Please contact Manager - Client Services Sweden [SRIHARSHA VARMA DANDU, sriharsha.dandu@yash.com](mailto:sriharsha.dandu@yash.com).

[Find out more](#)



Effective Improvement Global Ventures and Growth

Operations in 19 markets across the globe, supports enterprises/startups and mentors leaders in their business transformation, in order to achieve fast business growth, high profitability, and higher customer value. Services include: ● Leading end-to-end Business transformation processes, consulting, and venture building for startups and small-medium companies in various lifecycle stages, across multiple industries and sectors such as Proptech, MedTech, Robotics, AI, VR, E-commerce, Marketplaces, SaaS, Fintech, Gaming, Impact and Ecotech ● Business development and sales: from building business strategy and customer value to closing sales deals, fundraising, and expansion to new markets (including building and managing sales, account management, and customer success teams in different countries) ● Hands-on Product Strategy, management experience and Innovation processes ● Sales & customer success processes: Sales playbooks and methodologies, negotiation strategies, pricing models, and product adoption methodologies both for partners and end customers ● Business Operations: systems, processes, performance tracking, and improvement (management systems, OKRs etc.).

Effective Improvement’s Founder, Efi Ben Artzy, has been working for the last 20 years both as a manager and as a consultant in various companies in Israel, Europe, and the US. He has a diverse background in companies’ excellence in various industries (Manufacturing, Services, High-tech, Healthcare, Startups, etc.). In addition to managing Effective Improvement-Global Ventures & Growth he is Scouting & Strategic Partnerships Manager at Tar Heel Capital Pathfinder, Member of the Board of Advisors at ELNET CEE (Central & Eastern Europe) and Board Member at EU Tech Chamber (EUTECH). Please contact [Efi Ben Artzy, effective.imp@gmail.com](mailto:efi.ben.artzy@effective.imp@gmail.com).

[Find out more](#)



Graphology Solutions Group

Provides services within: • Transformational Leadership Development Programs • Transformational Leadership Coaching • Transformational Development Programs for Management Board Members • Leadership • Competency Audit. The Founder and CEO, Lucyna Baca-Lönn successfully integrates business and science in her activities. She is Doctor of Social Sciences in the discipline of management focused on transformational leaders, board members and organisational change management processes. She is transformational leadership coach, business trainer and lecturer with a proven record of working in the areas of management consulting and transformational leadership development. She is the author of internationally rewarded Leadership Development Programs and Leadership Coaching with application of Graphological Analysis applied as a competence diagnostic method. Lucyna is agile in international environments and a polyglot who communicates in Polish, English, Swedish, Russian, French and German. She has worked in corporations in Poland, Sweden and Russia. She has long-lasting ties and business relations with Sweden and Scandinavia and has served for 20 years as President/Vice President of the Polish-Swedish Society. Other notable positions in international organisations include roles as Board member of the British-Polish Chamber of Commerce and Israel-Poland Chamber of Commerce. Lucyna Baca-Lönn is also Head of Postgraduate Leaders' Programs and a lecturer in creative & innovative thinking at Collegium Civitas as well as in leadership, change management and business ethics at WSB University. Please contact Founder and CEO [Lucyna Baca-Lönn](mailto:lucyna.baca-lonn@graphologysolutions.eu), lucyna.baca-lonn@graphologysolutions.eu.

[Find out more](#)

Ambassador



Jake Lowther

Our new Ambassador Jake is a dual-qualified lawyer (Australia and Sweden) currently working as Specialist Counsel (Sw. jurist) at the SCC Arbitration Institute (SCC) in Stockholm. As Specialist Counsel, his main objective is to contribute to the long-term growth of the world-renowned SCC in a role that combines strategy, business development, and legal expertise. Prior to joining the SCC, Jake was an Associate (Sw. biträdande jurist) in the M&A and dispute resolution teams at Nordic-Baltic law firm Magnusson. Before this Jake worked in Seoul, Korea as Foreign Legal Specialist at the Korean Commercial Arbitration Board's international division, KCAB INTERNATIONAL. Jake also has experience of arbitration practice in Germany, which he obtained alongside completing the International Dispute Resolution LL.M. program at Humboldt-University of Berlin. Among Jake's co-curricular commitments are as a Board member of the Australian Business Council of Sweden and as a coordinator of the Foreign Lawyer's Network in Sweden. Jake also coordinates and lectures a course on International Investment Law and has provided guest lectures on investment arbitration for inter alia the School of Law at the University of Puerto Rico. He has also been invited to speak at events on a range of topics related to international arbitration and has contributed articles to a number of publications, including the Kluwer Arbitration Blog. Please contact Jake at jake.l@sccarbitrationinstitute.com.

[Find out more](#)



Ambassador

Jarek Rumiński

Our Ambassador Jarek Rumiński holds a diverse educational background, having studied Computer Science at Uppsala University, completed a Mini MBA at the Stockholm School of Economics, and broadened his horizons at Oxford University, where he focused on Management, Globalization, and Economics. These experiences, combined with certifications in PPS, SAFe, ITIL, and Service Management, have given Jarek a well-rounded perspective and a solid foundation in both technology and leadership. Throughout his career, Jarek has taken on a range of roles including Senior Project Manager, Quality Assurance Lead, Interim IT Manager, and Service Manager. In each of these positions, he's been entrusted with overseeing results, managing teams, and handling budget responsibilities. His work has involved collaborating closely with outsourcing partners, leading supplier negotiations, and ensuring that projects are delivered to the highest standard. At the core of Jarek's approach are a few key values. He sees technology not just as a tool, but as a powerful force for shaping a more sustainable and inclusive future. Creativity and innovation have always driven him, as he believes they are essential to finding new solutions to complex challenges. And above all, Jarek Rumiński is deeply committed to humanism—the belief in human potential and our shared responsibility to care for ourselves. These principles guide not only his professional life but also his personal philosophy, as he strives to bring meaningful and positive change in all that he does. Please contact Jarek Rumiński at jarek.ruminski@yahoo.com.

Find out more

Independia

“For more than 30 years, we have worked with legal advice, agreements, business and court proceedings. Our lawyers have a solid legal education and broad experience. We give full legal service and have top expertise in business law, real estate law, labour law and family law. We do M&A: s and have extensive experience of establishing foreign companies and subsidiaries in Sweden. For those clients who need to have their rights exercised, we represent in arbitrations and in courts all over Sweden. Our main office is in Stockholm, and we can handle conversations in Swedish, English, French, Danish, Norwegian, Islandic, Armenian, Russian, Greek, Ukrainian, and Belarusian.

We are a member of the IR Global, a multi-disciplinary professional services network with 1400+ members worldwide that provides legal, accountancy and financial advice to companies and individuals around the world. This means we can service our clients all over the world.” Please contact Founder, [Claes Ottosson](mailto:claes.ottosson@independialaw.com), claes.ottosson@independialaw.com.

Find out more



PEOPLE MAKE THE DIFFERENCE

JAS Worldwide Sweden

The Swedish arm of the global logistic giant JAS Worldwide. JAS was founded in 1978 in Milan, Italy, and its global headquarters is located in Atlanta, Georgia, USA. Over the last four decades, JAS has grown from its regional roots into a global force in logistics covering all modes of transportation, including contract logistics and other sophisticated and digital-driven supply chain solutions. Today, JAS covers more than 100 countries with over 7000 employees globally and continues to expand with its core culture, “People make the difference,” and its strong commitment to a sustainable future. Please contact Branch Manager [Susanne Andersson](mailto:susanne.andersson@jas.com), susanne.andersson@jas.com.

Find out more

Ambassador



Michał Domański

Our Ambassador Michał Domański is a networking & sales consultant, event host, and public speaker. Through workshops, facilitation, and advisory, Michał helps not only introverts and socially anxious people foster long-term business relationships. With his assistance, every employee can be enabled to manage accounts and attend industry events. While partnering up with event organizers, he provides advice on creating the most efficient networking experience and leads conferences as the dedicated host and speaker. Michał is Founder of Masovian AI Fest - Warsaw-based initiative focused on accelerating local innovation and building bridges across industries. He is also Member and ambassador of the SpeakLeash.org Foundation - creators of the Polish Large Language Model Bielik - where he promotes domestic AI excellence. Obsessively focused on relationships and building long-term strategic partnerships, he is professionally a business matchmaker in the field of new technologies and a consultant assuming the role of interim Head of Sales, COO, or Chief of Staff. He's also a missionary serving as the startup incubation mentor for NGOs and an academic lecturer on entrepreneurship and artificial intelligence, constantly helping entrepreneurs penetrate markets and optimize their operations. Currently, Michał Domański is preparing his PhD thesis on best practices and frameworks for fostering innovation in Baltic and Scandinavian countries, with the goal of injecting them into the Polish ecosystem. Please contact him on LinkedIn.

[Find out more](#)

Ambassador



Magdalena Zaczek

Magdalena is currently pursuing a Bachelor of Science in Business and Economics at the Stockholm School of Economics (SSE), combining her academic pursuits with a strong engagement in politics, business, and sustainability, particularly within a European context. Her dedication to European business ventures and public policy is grounded in her involvement with the European Youth Parliament and the Moderate Youth Association (MUF). At the Stockholm School of Economics, Magdalena applies these experiences to her role as External Relations Coordinator for the SSE Sustainability Group, fostering collaboration between academia, students, industry and policymakers to advance sustainability initiatives. Most recently, Magdalena has taken on the role of the Stockholm School of Economics ambassador for PRME, a United Nations initiative designed to foster future leaders that align financial, environmental, and social ventures with the United Nations Sustainable Development Goals (SDGs) and Global Compact. Magdalena's role involves promoting these principles and driving efforts to ensure business and management education contributes to transformative, sustainable change. Magdalena Zaczek's work reflects her steadfast commitment to the interconnectedness of sustainability, business, and policy, highlighting her dedication to driving meaningful and impactful change. Through the Chamber, she now seeks to deepen her understanding and broaden her experience within a Swedish-Polish context, further strengthening her contributions to sustainable development and cross-national collaboration. Please contact [Magdalena Zaczek](mailto:Magdalena.Zaczek@student@gmail.com) at magdalena.zaczek.student@gmail.com.

[Find out more](#)



MORAWSKI & PARTNERS LAW FIRM

“We act as business guides to foreign investors who are looking to invest in Poland and local companies expanding worldwide. From start-ups to family businesses to multinational corporations – for 18 years our team has assisted clients from over 60 countries, working in 11 languages. We provide a full scale of legal and tax services. Our lawyers are rooted in the local business environment and at the same time understand the requirements of international business.

We perform our work to the highest international and professional standards and our focus is always on the client’s particular business needs, resulting in legal advice which is both practical and useful from the business perspective. We are based in Warsaw, Poland, but we travel extensively and rely on an international network, providing assistance across the globe.” Please contact Managing Partner [Adam Morawski](#), adam@morawski.eu.

[Find out more](#)



Naturell AB

A dietary supplement production company located in Sweden, established in 1934. “Since 1991 our products are sold in Poland and now we are also selling in Europe. We have a long and successful history of developing and manufacturing dietary supplements in the form of tablets and capsules that reflects Swedish high quality standards and purity. The heart of our brand beats in Sweden. The Swedish philosophy of “lagom” guides us – “not too little, not too much.” In other words, we balance the ingredients and proportions to perfectly match the body’s natural needs, including vitamins, minerals, herbs, natural ingredients and extracts, adaptogens, nutraceuticals, and nutrients. Our office and production plant is located in Åkersberga, near Stockholm. We are proud to hold an ISO Certificate in accordance with FSSC 22000.” Please contact CEO [Daria Pak](#), d.pak@usp.pl.

[Find out more](#)



Finance change that sticks

Sub One Group

A boutique advisor specialising in optimising finance functions through process, people and technology. Our extensive experience as practitioners in finance, accounting and systems enables your finance transformation to succeed. Our mission is to work collaboratively with you to deliver a best-in-class finance function. With advanced plans to implement mandatory B2B e-invoicing between 2024 and 2026 in countries such as Poland, Germany, Belgium, France, Latvia and Spain in mind, we believe that our extensive knowledge and track record of helping our customers ensure that compliant e-invoicing is of interest for the community of the [Swedish-Polish Chamber of Commerce](#) and others engaged in cross-border transactions. We have helped pan-European organisations implement e-invoicing, from procurement to process adaptations, integrations and go-live. This article illustrates some challenges and how to deal with them, <https://lnkd.in/d4u-xkAE>”. Please contact [Jonas Holmqvist](#), Director, jonas@sub.one.


[Find out more](#)



Rite NRG

“Welcome to Rite NRG, a renowned IT consulting hub in Poland and Sweden, specializing in software delivery and establishing EU development centers. We offer custom software solutions and dedicated teams to enhance your in-house capabilities. Strategically located in Malmö, Wrocław, and Krakow, our team of 85 experts delivers tailored solutions for industry leaders like Primion, Ikanobank, TeamSystem, Sygnity, and Metapro. We are proficient in a wide range of technologies, including Node.js, React, Angular, Python, .NET, Java, and Kotlin, to meet diverse and complex client requirements. At Rite NRG, we take pride in being your strategic delivery partner, integrating seamlessly with your team and ensuring a cultural fit that complements your corporate culture. Our unique #riteway approach starts with a detailed analysis of your business goals, allowing us to create customized solutions that drive success. Driven by a customer-centric ethos, we prioritize your satisfaction, aligning every project with your business objectives. Looking to expand your digital capabilities? Collaborate with our award-winning team to unleash your business potential. With Rite NRG, you get more than a service provider—you gain a strategic ally committed to driving your business forward. Join us and experience the future of IT consulting and software delivery, where excellence, innovation, and customer satisfaction are fundamental.” Please contact CEO Internal processes and export manager Internal processes and export manager Internal processes and export manager [Michał Nikołajuk, mnikolajuk@ritenrg.com](mailto:Michał.Nikołajuk@ritenrg.com).

[Find out more](#)

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|---|---|---|
|  RICHARD BRANSON Founder, Virgin Group |  TONY HAWK Skateboarding Legend |  SANNA MARIN Fmr Prime Minister, Finland |
|  MATILDA DJERF Founder, Djerf Avenue |  MARC RANDOLPH Co-founder, Netflix |  STEVEN BARTLETT The Diary of a CEO |
|  NEW NAMI ZARRINGHALAM Co-Founder, Truecaller |  NEW ANU BRADFORD Columbia University |  NEW IOANNIS IOANNOU London Business School |

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TECHARENA | **FEBRUARY 20-21, 2025**
STRAWBERRY ARENA, SWE

Techarena Group

A leading global platform headquartered in the heart of the Nordic innovation hub, Sweden, dedicated to connecting visionary founders with established businesses, forward-thinking investors, and influential decision-makers. Each year, Techarena Group organizes three flagship tech and business events, including Techarena 2025, set to welcome over 12,000 participants in February at the biggest stadium in the Nordic region. Additionally, the group curates more than 10 exclusive events annually, designed for business angels and family offices, facilitating high-value connections and tailored discussions. Beyond its world-class events, Techarena Group drives impact through Time to Raise, a pioneering accelerator program supporting women-led startups with essential fundraising and growth resources. The group also leads international delegations, building strategic partnerships with key global markets to advance innovation and entrepreneurial success. Please contact International Affairs and Collaborations manager [Apolline Rigaud, apolline@techarena.se](mailto:Apolline.Rigaud@techarena.se).

[Find out more](#)



Wanessa Komicz

Currently building a strong foundation in business, ethics, and sustainability at Stockholm University. Alongside her studies, she is gaining practical experience as a Project Manager and Business Developer. In her free time, she explores and enhances her skills in the field of AI. Recently, Wanessa worked as a Business Developer at Devoteam, where she refined her expertise in market analysis, sales process support, and client relationship management. In 2023, she led a project that was recognized as the champion of STEM initiatives by the European Union Jury. As a Project Assistant, Wanessa successfully completed several independent projects, contributing significantly to the growth of M-LAB and the development of her city. Wanessa is currently available for new challenges and is seeking a workplace where she can continue to grow while applying the experience she has already gained. You can find Wanessa's CV [here](#). Please contact her at wanessa.komicz@gmail.com.

[Find out more](#)



Climate Congress of Poland (Polski Kongres Klimatyczny)

The largest business congress in Poland on investments affecting the achievement of climate goals. The event brings together all groups of stakeholders in the economy. The conference features more than twenty-five panel discussions in five thematic tracks: • Sustainable Public Investment Forum • Forum on Decarbonization of Industry • Forum on Green Finance and ESG • New Energy Forum • Science and Technology Forum. The Polish Climate Congress is dedicated primarily to practitioners: local governments and companies implementing the most important investment projects in Poland and Europe. It is also a meeting of experts in the field of sustainable development and innovative technologies, representatives of central administration bodies and international agencies, representatives of cities from Poland and abroad, delegates of business and its environment and NGOs, experts, scientists and journalists. The panel events focus on case studies that can be an inspiration for other entities and lead to business opportunities. A special international track, the Central and Northern European Climate Summit, focuses on the great potential of the integration of Polish business with the Nordic countries. These countries are known for their top rankings in the "race to zero", primarily due to their numerous investments in renewable energy, recycling and segregation, but also due to public awareness of the need to take care of common spaces and the natural landscape, promoting environmental sustainability and best practices in creating a green economy. The goal is to draw inspiration and to establish business relationships. Please contact CEO [Kamila Król](mailto:kamila.krol@polskikongresklimatyczny.pl), kamila.krol@polskikongresklimatyczny.pl.

[Find out more](#)



Joanna Karjalainen

A copywriter and marketing specialist with over 10 years of experience. She works in Polish, Swedish and English. What makes her stand out is a rich portfolio with 100% customer satisfaction! To further expand her skills, she has completed postgraduate studies in Project Management at University of Gdańsk in Poland and at Changemaker Educations in Sweden. She has been living in Sweden for 3 years and uses her marketing skills not only in her professional work, but also to popularize her passion, which is dogfrisbee. She runs the only online dog frisbee store in the Nordic countries and conducts courses for people who want to try this discipline. Please contact Joanna Karjalainen at joanna.m.karjalainen@gmail.com.

[Find out more](#)

Ambassador

Andrew Bargielski

As a seasoned CRM strategist and lifecycle marketing expert, Andrew helps organizations transform customer relationships into sustainable growth. With expertise in personalization, automation, and data-driven optimization, he has guided B2C and B2B brands across corporate, non-profit, startup, and consulting environments to achieve their digital marketing goals. Andrew excels at uncovering actionable insights from complex data, simplifying challenges, and fostering collaboration to deliver impactful solutions. From driving digital transformation at United Airlines to delivering customer-centric innovations at Oracle, he has built a track record of success across industries. Holding an MBA from Trinity College Dublin and a PMP certification, Andrew Bargielski, MBA, PMP brings strategic vision, operational discipline, and a commitment to excellence to every engagement. Beyond his professional endeavors, he contributes as a mentor at Chicago Innovation, MATTER Health, Cleantech Open, and gener8tor. You can contact [Andrew](#) on LinkedIn.

[Find out more](#)

Inwedo

Helps Enterprise and Public Organization Executives accelerate their projects by consulting and developing Microsoft-based technology (.NET, C#, Azure, PowerBI) and AI. Inwedo, with over 10 years` experience of delivering solutions that drive growth and support businesses adapting to evolving technology, specializes in AI, Business Process Automation, Process Monitoring, Digitization, and Data Engineering. Clients across 11 countries include Microsoft, Informed Solutions, AddSecure, Bilfinger Tebodin, Decathlon Poland, and Green Factory. Inwedo focuses on unique goals in manufacturing, security, construction, and overall complex back-office processes. Adhering to ISO 9001 and ISO/IEC 27001 standards, the company ensures quality excellence, reliability, data security, and on-time, within-budget project delivery. Please contact Head of Growth [Daiji Kimura](#), daiji.kimura@inwedo.com.

[Find out more](#)



FCA

A group of experts and ICT enthusiasts. They have been actively shaping the Polish fiber optic market for many years, introducing proprietary and innovative solutions. For more than a year FCA has also been actively engaged in the production of wire harnesses, while offering a wide range of solutions in telecommunications and technology. The company`s key business areas include the production of wire harnesses for various sectors (including industry, aviation, medical equipment, household appliances), fiber optics and Data Center technologies, cyber security, tele technology and connectivity, technology channels, solutions for KPO and FERC projects. The base portfolio also includes systems integration, construction services in telecommunications and energy as well as cooperation with the defense industry (with NATO RESTRICTED security certification). FCA offers a range of services - tele transmission system implementations, training, general contracting, logistics and storage of goods. Thanks to cooperation with leading industry companies such as Huber+Suhner, SENKO, Nokia, Extreme Networks and many others, as well as its own fiber optic laboratory and R&D team, FCA offers the highest quality solutions tailored to market needs. Currently the company is opening up to new foreign markets, including Sweden and Scandinavia, expanding its capabilities and reach. Please contact Sales Director for wire harnesses [Izabela Dajewska](#), izabela.dajewska@fca.com.pl.

[Find out more](#)

**We drive international sales growth.
Nordics, DACH, UK and USA**



Tomasz Gibas
CEO @ GBC

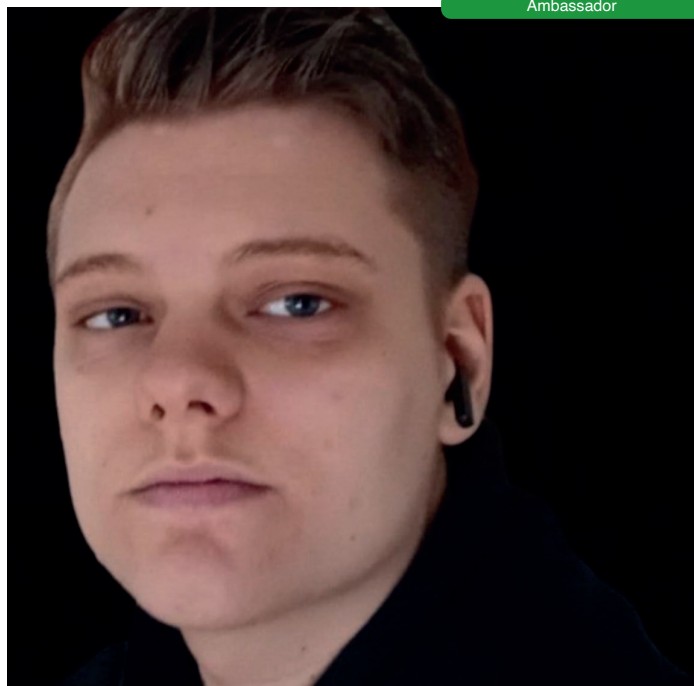
Gibas Business Consulting (GBC)

Partner in Successful International Expansion

“Over 10 years` experience of supporting Polish technology and service enterprises in their development, optimization of sales processes and foreign expansion. With a hands-on approach and an international network of contacts, GBC effectively helps companies scale their operations and gain a competitive edge in global markets. Our Strengths: Experience and Practical Approach: Tom Gibas has nearly 20 years` experience of successful business ventures in Europe, UK, USA and Asia. He is the founder of several technology and service companies, an investor, a business advisor and an MBA lecturer, currently focusing on helping clients achieve success in global sales. Process Optimization: we help with successful reorganization of sales and marketing departments, with a focus on automation and precise communications with target groups. We offer support in development of a new and existing customer base, including offerings in line with new sales models and technology trends. We put emphasis on key values and competitive advantages. Foreign Expansion: we create strategies to enter new markets and build a network of international relationships. We support building global sales teams, developing local sales communications and creating/optimizing foreign customer service. Partner Programs: we design, implement and manage partner programs, enabling rapid growth among key partners and customers. We establish sales and distribution networks dedicated to physical and digital products. Flexible Partnership Models: we offer subscription-based services tailored to the needs of enterprises at various stages of development. We guarantee success in acquiring and serving customers in selected foreign markets. Cooperation with Clients: At GBC, we don't just advise, we proactively implement solutions - from strategy building, operational management, sales and marketing department management, to winning and handling key contracts, as well as post-sales support and development of the existing customer base.” Please contact [Tom Gibas, tgibas@gibasbc.com](mailto:tgibas@gibasbc.com).

[Find out more](#)

Ambassador



Jesper Regula

Building a promising career as a qualified B2B Sales Professional (Account Manager) while pursuing his studies in sales at the Stockholm School of Business and gaining hands-on experience in marketing. Alongside his education, Jesper contributes to his family-owned business, Marpav Mur & Puts, where he takes on both administrative and operational responsibilities. He also balances his professional life with part-time roles in construction, showcasing his versatility and dedication. In his free time, Jesper explores the world of artificial intelligence, constantly enhancing his skills, discovering new tools, and crafting innovative solutions to everyday challenges. He also enjoys staying active by going to the gym regularly and frequently travels between Sweden and Poland. Jesper's entrepreneurial spirit has led him to establish two unique startup ventures. JR UF, a creative initiative where he transformed musical instruments into functional furniture, such as guitar shelves, exemplified his knack for innovation and craftsmanship. His second venture, JustAutomation, focused on AI-driven automation and efficiency solutions, highlighting his forward-thinking approach to business development. During his time in high school, Jesper's leadership and determination shone through in his football career. Competing both locally and internationally, he earned numerous accolades, culminating in becoming a licensed football coach. Jesper's teamwork and strategic skills were also recognized when he won the PWC Case Competition in 2021. Jesper Regula's diverse background, entrepreneurial mindset, and relentless drive for personal and professional growth make him a standout talent ready to excel in the business world. Please contact [Jesper](#) on LinkedIn.

[Find out more](#)



optima
natura



100% NATURAL
AROMATHERAPY
UNIQUE SOLUTIONS
FOR THE BODY, MIND,
AND SOUL.



Optima Natura

“We are an 8-year-old company created from passion. We have always been passionate about art. Apart from paintings which we can all admire, we are also passionate about the art of fragrance in its most natural form - essential oils. Optima Natura is an expert on pharmacy aromatherapy. Our advanced natural products are utilized for personal use, e.g. at home and in the office, as well as professionally in the sauna, spa, fitness club or at DIY or yoga classes. Today we are the market leader in the pharmacy aromatherapy category in Poland. We offer ready-made solutions across the portfolio including Four Thieves Oils®, N-Active Oil® and OILS&THERAPY®, as well as a wide range of 100% natural essential oils, natural massage and skin care oils and pharmaceutical-quality iodine-bromine bath salts with addition of essential oils. Research has proved that Four Thieves Oils® has antibacterial, antifungal and antiviral properties, especially against agents colonizing the respiratory system and causing related infections. This product has the right to place the “Quality and Innovation Medical University of Lodz” logo on its packaging. N-ACTIVE OIL® is a brand of innovative, 100% natural blends of essential oils created as a response to mood swings caused by today’s modern lifestyle. The N-ACTIVE OIL® series of oils in the MIND, BODY & SOUL category has been distinguished as INNOVATIVE AND TREND-SETTING PRODUCT FOR THE YEARS TO COME at Cosmoprof Worldwide Bologna, the world’s largest cosmetics fair. Optima Natura products are manufactured in a newly built production and storage facility with offices and a laboratory. The entire facility meets the highest GMP standards for production of pharmacy-grade cosmetics. We are aware of the responsibility of every company, including ours, as well as that of every person, for the environment. We are aware of the need to build and support awareness of sustainable development among our company’s employees as well as among our suppliers. Therefore, we have recently engaged (as the only micro enterprise) in the Cosmetic Europe initiative – Commit for our Planet. We are always open to mutually beneficial business cooperation - we are looking for distribution partners in the Scandinavian countries, Germany, Switzerland and Austria, UK and Ireland and other countries. We can on the other hand distribute in Poland interesting products dedicated to pharmacies, carry out safety assessments for natural cosmetics as well as pack and store natural cosmetics and other products that do not fall under the category of food products. We are also open to consider other ideas and interesting business opportunities and happy to analyze new business proposals.” Please contact Internal processes and export manager [Janusz Rogalski, janusz@optimanatura.eu](mailto:janusz@optimanatura.eu).

Find out more

MEET A MEMBER

Unparalleled expertise in the Retail and E-commerce sector

By Jerry Ralowski



Yvonne Magnusson, Founder and CEO of *shiftretail @CFM AB*, is a business and leadership advisor providing support to international companies with an interest to enter the Swedish market as well as within organizational development, business modeling and digital transformation. She has 30 years of experience and an extensive network of contacts in Retail and FMCG in local and international companies, acquired in such roles as ex-CEO of the large retail chains Indiska and Cervera.

During her career as CEO, she completed several business transformations, turnarounds and built profitable and sustainable businesses. She has a thorough knowledge and a deep understanding of organizational and cultural changes as well as other implications resulting from change processes. She has a proven track record

of delivering operational and commercial excellence and transforming organizations in the cultural shift of digitalization. Yvonne Magnusson's passion is to create sustainable, profitable growth and to find the perfect customer-centric market fit.

Our Chamber has had the pleasure to interview Yvonne Magnusson (changeformomentum@telia.com).

Our Chamber:

Your insights on Retail and E-commerce are second to none. What emerging trends do you believe to be most crucial globally and how do you think that the sector is going to change during the coming 3-5 years?

Yvonne Magnusson:

The common global trend is the continuous digitalization of retail. In 2023, e-commerce accounted for 20% of global retail revenue, and by 2030, it is predicted to rise to 30%. The maturity of this trend varies between categories and markets, but the figures clearly show the evolution of shopping behaviors and where growth is occurring. Within this digitalization, we also see the power of new technology and its ability to enhance customer experiences and bring structural changes to retail businesses. Technologies such as AI, Blockchain, AR, and VR are enabling new ways of working and improving customer experiences.

In the modern retail landscape, data is becoming increasingly important. Retailers are leveraging data analytics to gain insights into customer behaviors, preferences, and trends. By using data-driven approaches, retailers can make informed decisions, optimize their operations, and personalize their offerings to better meet customer needs.

Consumers are becoming more environmentally conscious, and sustainability is influencing their buying decisions. Retailers are responding by offering eco-friendly products, reducing packaging waste, and implementing sustainable practices in their supply chains. Legislation also puts pressure on retailers to adhere to higher environmental standards, especially in Europe, further driving the adoption of sustainable practices. This shift also opens up opportunities for new business models and ecosystems.

Customer experience is at the forefront of modern retail strategies. Businesses are focusing on creating seam-

less and enjoyable shopping experiences both online and offline. This includes optimizing website navigation, providing excellent customer service, easy payment solutions and ensuring fast and reliable delivery. Enhancing customer experience leads to higher customer satisfaction and loyalty.

A more customer-centric approach is provided by using data analytics and AI to offer personalized shopping experiences. This includes personalized product recommendations, customized loyalty programs, and targeted marketing campaigns. By understanding individual customer preferences and behaviors, retailers can tailor their offerings to meet specific needs, creating a more engaging and relevant shopping experience.

To take advantage of data and create an efficient work environment with a customer-centric view, retail organizations need to transition from traditional functional structures, where departments operate independently, to process-oriented structures that focus on end-to-end processes. This trend is driven by the need for greater efficiency, improved customer experiences, and the ability to respond quickly to market changes.

Our Chamber:

Are there any major differences between the markets in for instance continental Europe and Sweden/Scandinavia? What, if anything, differentiates the Swedish market from the other ones?

Yvonne Magnusson:

Overall, Scandinavia stands out as a leader in e-commerce adoption and innovation, driven by high internet penetration, digital literacy, a forward-thinking mindset, and substantial consumer purchasing power. Scandinavian consumers also prioritize sustainability, quality, and design more than many other European countries. Despite the shift towards digital, physical retail spaces remain robust in cities like Stockholm, Copenhagen, and Oslo. Customers expect an omnichannel approach, blending online and offline experiences seamlessly. The economic stability and high consumer purchasing power

er make Scandinavian markets particularly attractive to international retailers, enhancing the diversity and dynamism of the retail landscape.

One major difference between Scandinavia and continental Europe is the market size and density. Scandinavia, with smaller populations, requires market entry strategies and product offerings tailored to a more concentrated consumer base. The economic environment in Scandinavia is characterized by high levels of development, strong social safety nets, and high standards of living, resulting in a tech-savvy, educated consumer base, willing to spend on quality products. In contrast, continental Europe has a more diverse economic landscape with varying levels of development and consumer purchasing power.

Cultural differences also play a crucial role. Scandinavian culture emphasizes sustainability, equality, and innovation, reflected in high demand for eco-friendly products and services. In continental Europe, cultural differences are more pronounced, with each country having unique traditions and preferences. The regulatory environment in Scandinavia is transparent and business-friendly, with strong support for research and development and early adoption of new technologies. Digital adoption is more advanced in Scandinavia, particularly Sweden, where e-commerce and digital services are highly emphasized. This creates opportunities for businesses leveraging digital platforms and data analytics.

Sustainability is a core value in Scandinavian markets, with strong emphasis on reducing environmental impact and promoting green practices. Consumer behavior and government policies often prioritize eco-friendly initiatives. While sustainability is also important in continental Europe, the level of commitment and integration into business practices varies.

Understanding these distinctions helps companies interested in Scandinavia and Sweden, tailor their strategies to better meet the needs and preferences of each market, highlighting the unique opportunities and challenges when entering the Scandinavian markets compared to continental Europe.



Yvonne Magnusson



Our Chamber:

One of your areas of expertise is support to international companies with an interest to enter the Swedish market. What is your best advice to an international retail chain which wishes to establish itself in Sweden? And what would you advise international companies that would like to start to offer their IT solutions to Swedish businesses in the Retail and E-commerce sector?

Yvonne Magnusson:

Sweden is known for its high level of digital literacy, sustainability focus, and quality-oriented consumer base. Some key pieces of advice for entering the market would be:

- **Understand Local Preferences:** Swedish consumers prioritize sustainability, quality, and design. Ensure that your products align with these values and communicate your commitment to sustainability and quality effectively.
- **Leverage Digital Channels:** Sweden has a high internet penetration rate and a tech-savvy population. Invest in a strong online presence, including a user-friendly website and active social media channels.
- **Omnichannel Approach:** While e-commerce is significant, physical retail spaces are still important. Consider an omnichannel strategy that seamlessly integrates online and offline shopping experiences.
- **Compliance with Regulations:** Familiarize yourself with Swedish laws and regulations, particularly those related to consumer rights, data protection (GDPR), and environmental standards.
- **Localization:** Adapt your marketing and communication strategies to resonate with Swedish culture. Use local language and engage with Swedish customers through localized content.
- **Partner with Local Experts:** Collaborate with local experts and businesses to gain insights into the market and establish a strong network.

Sweden's retail and e-commerce sector is highly innovative and open to adopting new technologies. Some advice to the IT sector companies approaching the Swedish market:

- **Highlight Innovation and Efficiency:** Emphasize how your IT solutions can enhance operational efficiency, customer experience, and innovation in the retail sector.
- **Data-Driven Solutions:** Showcase how your solutions leverage data analytics to provide valuable insights, optimize operations, and personalize customer experiences.
- **Focus on Security and Compliance:** Data security and compliance with GDPR are crucial in Sweden. Ensure that your solutions meet high security standards and regulatory requirements.
- **Scalability and Flexibility:** Offer scalable and flexible solutions that can adapt to the evolving needs of Swedish businesses.
- **Sustainability Features:** Highlight any sustainability features of your IT solutions, such as energy efficiency or waste reduction, as these align with the values of Swedish businesses.

- **Local Presence and Support:** Establish a local presence or partnership to provide dedicated support and build trust with Swedish clients.

Our Chamber:

What do you consider to be the greatest professional success during your career?

Yvonne Magnusson:

I have more than 18 years of experience as a CEO for both local and international retail companies, covering the entire value chain within different categories. Throughout my career, I have successfully executed numerous turnarounds, digital transformations, business modeling, market positioning, and cultural transformations. Each role has presented its unique challenges and opportunities.

One of the most complex turnaround cases was Cerveira. We transformed the business from an independent retail player into an integrated retail chain, enabling an omnichannel approach. We repositioned the brand from focusing solely on traditional tableware to becoming a destination for cooking and socializing at home. Due to the change of business modelling, we also had to adapt new business processes, organizational structure, culture, IT architecture and omnichannel. This transformation was highly successful, leading to the company being sold after four years.

I am particularly proud of my work with Insula A/S's Swedish division, which involved another significant turnaround. We successfully closed a factory, relocated production to an expanded site, merged two entities into one cohesive organization, and eliminated non-performing segments of the business.

Additionally, I take great pride in my tenure at Villeroy & Boch, where I was responsible for eight countries in Northern Europe. During this time, we grew the business through multiple distribution channels, transitioned the organization from a country-based structure to a Nordic setup, and placed a strong focus on commercial aspects. These efforts significantly increased our margins and profitability.

Our Chamber:

What is your experience so far of membership in the Chamber?

Yvonne Magnusson:

I find the chamber to be highly engaged with its members, consistently creating relevant events and forums of interest. It serves as an excellent link between Sweden and Poland, fostering valuable connections and collaborations. I am optimistic that my membership will benefit from the various business opportunities and alliances that can be cultivated through my participation.

A Bridge Between the Markets of Scandinavia and Central and Eastern Europe

By Martyna Skowronska

enterio

Enterio is a Swedish boutique consultancy that supports foreign companies entering the Swedish market, as well as Nordic companies expanding into the Polish, Hungarian, and Romanian markets. Founded three years ago, the company is led by Witold Szwed, who combines his extensive expertise with hands-on project management and delivery to drive its success.



Witold Szwed

Our Chamber has had the opportunity to learn more about Enterio's history and its talented founder, witold.szwed@enterio.se.

Our Chamber:

Could you tell us about the beginnings of your company? Where did the idea to found Enterio come from?

Witold Szwed:

I founded Enterio in 2021 after 15 years at Business Sweden (the Commercial Counsellor's Office of the Embassy of Sweden) in Warsaw, where I supported Swedish companies expanding into Central and Eastern Europe, with a particular focus on Poland. This experience provided me with deep expertise in both markets and a robust network of contacts. My bilingual proficiency in Swedish and Polish has been invaluable for assisting Swedish companies entering the Polish market and is now equally beneficial at Enterio when supporting Polish firms entering the Swedish market.

Enterio's current portfolio covers Sweden, Poland, Hungary, and Romania. I oversee and deliver projects for the Swedish and Polish markets from Linköping and Warsaw, while my partner executes projects for Hungary and Romania from Budapest and Bucharest, under my project management.

Our Chamber:

Could you tell us more about the type of support your clients can expect and what is the scope of your services?

Witold Szwed:

Our goal is to facilitate market entry. We conduct market research and analysis to enable our clients to make informed decisions about entering a given market. Our experience allows us to assess the scope of risk involved. If

we do not see any immediate and substantial risk, we encourage our clients to explore the market through direct engagement, which allows them to test how the market responds to their products or services.

We assist with acquiring customers and distributors, as well as identifying potential acquisition targets and suppliers. With our local language skills and network of contacts, we are well-positioned to connect with clients and business partners. My engineering background also adds value to most of the projects we undertake.

By collaborating with us, our clients deepen their market knowledge, minimize entry risks, shorten their time to market, and get opportunities to increase revenue. This also helps them save time and free up resources to focus on their company's core business.

We collaborate with all sectors and companies – from start-ups to large companies, with a particular focus on small and medium-sized enterprises. We have experience and a network of contacts in many sectors, including the broad industrial sector, ICT, forestry, and retail. So far, the majority of our customers have been from Finland, Poland, and Sweden.

Our Chamber:

Which countries attract the most interest?

Witold Szwed:

At launch, we anticipated that most of our projects would focus on Poland. However, to date, more than half have been centered on the Swedish market. The interest in entering the Swedish market, especially among Polish and

Finnish companies, has exceeded our expectations.

Our Chamber:

Could you share with us some of the most interesting projects Enterio has worked on?

Witold Szwed:

We've had many interesting projects. In our first project, we assisted a Polish ship repair company in acquiring clients in Sweden. Thanks to our cooperation, the company signed an agreement with one of the leading shipyards in the country.

For a Finnish manufacturer of weather measurement systems for roads and airports, we researched the Polish and Hungarian markets to assess the market situation, demand for the products, key players, and potential partners. During the project, we booked and supported 17 online meetings with potential clients and partners. These efforts helped the company establish valuable contacts, leading to signed cooperation agreements with companies in both countries.

For another Finnish company, a manufacturer of custom profiles, we delivered four projects across three markets. We helped the company enter the Polish market, grow sales in Sweden, and generate leads in Norway. Recently, we prepared a market analysis of the Polish market for a Swedish retail chain considering opening stores in Poland.

Our Chamber:

Given the wide range of projects and orders you're involved in, are you planning to expand your operations into other countries?

Witold Szwed:

Yes, Norway is an exciting market for us, and we plan to include it in our regular offerings. On several occasions, after helping clients generate business in Sweden, we've also supported their efforts in the Norwegian market. Just as Poland is considered a gateway to Central and Eastern Europe, Sweden is seen as a gateway to Scandinavia. Therefore, we've leveraged the references gained from projects in Sweden when targeting the Norwegian market. Importantly, since the languages are so similar, I can communicate with Norwegians in Swedish, and they can respond in Norwegian, with virtually no language barrier.

Our Chamber:

Could you share your impressions of working with the Chamber?

Witold Szwed:

I rate our cooperation very positively, as it helps us expand our network of contacts and provides valuable insights into Polish-Swedish business relations. I regularly make use of the materials prepared by the Chamber, which are shared through newsletters and emails.



Qualified consultant by

SWEDEN on the **GO** 

Qualified international expertise

Leader in industrial cleaning technologies

by the Editorial Team

NOYEN®

“The basis of our activity is a responsible approach and respect to the environment and people around us.”



NOYEN is a Polish family-owned company and one of the few providers of comprehensive solutions in the industrial cleaning sector. For 25 years, it has been producing cleaning machines and industrial chemicals according to its own formulas. NOYEN also offers laboratory tests, cleaning services, and maintenance.

Key facts:

- 25 years of experience
- 160+ qualified experts
- 700+ equipment projects delivered
- 2 manufacturing plants

Company History: Zbigniew Kurant (CEO) started activity in the industrial cleaning business in the 1990s by distributing chemical preparations. In a short period of time, responding to the needs of the market, he opened his own business and started producing preparations for industry on his own. A few years later, he decided to expand portfolio to include the production of cleaning machines. Today, the company operates under the principle of ALL IN ONE SOLUTIONS comprehensively serving customers in the field of industrial cleaning.

We have interviewed CEO Zbigniew Kurant

Our Chamber:

Why is industrial washing so important?

Zbigniew Kurant:

Although NOYEN's activities are directly related to the industry, they are of great importance in the daily life of every person. Contaminants from production or assembly processes can affect the durability and safety of the final products. For example, in passenger cars, contaminants cause loss of functionality of components, resulting in damage and failure of entire systems. Industrial washing removes unwanted particles, whose presence in extreme cases can lead to dangerous situations, such as a fire caused by a short circuit.

Our Chamber:

Which industries does NOYEN serve?

Zbigniew Kurant:

NOYEN solutions are used by industrial plants from various sectors. Our activities mainly focus on the automotive industry – we cooperate with both TIER 1 and TIER 2 suppliers, as well as companies that are involved in regeneration of car parts. However, we also successfully serve industries such as aerospace, medical, and electronics. Our devices are also used by manufacturers of fasteners, metal processing plants, paint shops, and many others. Currently, we are also cooperating with a manufacturer from the packaging industry. In this sector, there is a noticeable trend of using reusable containers, which are washed before reuse.

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Our Chamber:

What modern solutions do you propose?

Zbigniew Kurant:

At NOYEN, we care about continuous development. We have introduced a number of innovations in our machines to maintain the appropriate efficiency and effectiveness of the cleaning process. Our solutions allow achieving and maintaining the most stringent technical cleanliness requirements.

We use simulation and numerical methods – Computational Fluid Dynamics (CFD), which allow for the approximate determination of parameters such as pressure and temperature distribution. The use of simulations helped



build a machine without the experimental stage, which was previously necessary.

Our iCleaning Machines series has an automatic system for sampling contaminants from the bath. This solution improves the ad-hoc quality control of the cleaning process, which is necessary to decide on its replacement. The examination of the washing fluid can take place during the washing process, so the employee does not come into contact with high temperature, or chemical preparations. Our cleaning machines can be equipped with a self-diagnosis function, which allows monitoring the condition of components, predict the dates of necessary component replacements and maintain good condition and process parameters of the machine.

Our Chamber:

How do you imagine the future of the company?

Zbigniew Kurant:

We intend to continue investing in the development of our company. We conduct extensive research and development activities in the R&D department, so that we are constantly improving our solutions. We meet the dynamically changing needs and expectations of our clients.

It is important for us to be involved in the idea of sustainable development. We are developing energy-efficient cleaning machines that reduce the consumption of energy, water and other utilities.

We also plan to develop intelligent digital technologies in our production in line with Industry 4.0 – including virtual reality technology and big data systems.

Our Chamber:

What is your impression of the Chamber so far?

Zbigniew Kurant:

We are highly impressed with the work of the Swedish-Polish Chamber of Commerce, which stands out for its professionalism and commitment to fostering economic cooperation between Poland and Sweden. Membership in the Chamber enables us to establish valuable connections and supports us in building business relationships with Swedish and international partners. Thanks to the Chamber's support, we can dynamically expand our network, which directly contributes to our business success.



SunRoof - Solar roofing for every home

by Ewa Sienkiewicz



- Tested in Scandinavian climates (constructed to withstand all weather conditions, including heavy snowfalls, hailstorms pouring rain and strong winds)
- Top-class safety (Broof(t1) certificate)
- Holistic approach (from concept to installation)
- Cost-effective solution (cheaper than regular roofs with solar panels)
- Highest energy production efficiency (the most powerful solar roof on the market)
- Modern design



SunRoof is on a mission to speed the world's transition to sustainable energy in a simple and quality-conscious manner. They strongly believe that solar energy guarantees a cleaner future for our planet and should be accessible to everyone. They propose the most efficient and price competitive solutions on the market, offering independence from growing electricity bills and resulting in more savings.

But SunRoof isn't just about solar roofs, the company offers a complete energy management system and is driving change to renewable energy and sustainable living with their long-term vision to build the largest network of connected solar homes in the world. Their pioneering technology has attracted the interest of top European climate tech funds. SunRoof has successfully raised more than €35 million from leading investors.

Our Chamber has interviewed Lech Kaniuk, former CEO at SunRoof.

Our Chamber:

What sets SunRoof apart from other competitors in the sector?

Lech Kaniuk:

SunRoof offers a combination of advantages that truly set us apart in the market. Firstly, we provide a more aesthetically integrated solution than traditional solar panels, blending modern design with cutting-edge solar technology. Our solar roofs replace conventional roofing materials, resulting in a sleek, uniform look that appeals to homeowners focused on both function and form.

We're also proud to have a lower CO2 footprint compared to traditional roof + PV setups and most other competitors. By integrating solar directly into the roof, we reduce the overall materials used and eliminate redundancies, leading to a more sustainable product. Not only are we leading the Building Integrated Photovolta-

ics (BIPV) market, but SunRoof is also the first integrated solution to be price competitive with traditional roofing plus PV solutions—a major milestone in making aesthetic solar energy more accessible.

Additionally, we leverage state-of-the-art PV technology in our systems, which allows us to continually have the highest efficiency and at the same time reduce costs as the price of PV technology decreases. This enables us to offer a cost-effective product that's not only highly efficient but also future-proof, as we pass those savings on to our customers.

One of our strongest differentiators is our all-in-one solution. From design and manufacturing to installation and energy management, we provide a seamless, turnkey experience for homeowners. Unlike the traditional process of coordinating between multiple vendors for roofing and solar, SunRoof handles it all.

Finally, we've introduced a financing solution that makes



Lech Kaniuk



SunRoof accessible to a broader market. In Germany, our solar roof is the only one that pays for itself from day one with this financing option, allowing customers to benefit from immediate savings and energy independence.

Our Chamber:

Where do you see the greatest growth potential?

Lech Kaniuk:

There are several key areas of growth for us. Germany and Poland remain central to our strategy right now, where we're already seeing significant traction. Germany's strong regulatory environment, which supports the rapid adoption of solar energy, presents a huge opportunity for us, especially as new building codes and energy efficiency mandates come into effect. In Poland, we are tapping into a fast-growing market, where demand for renewable energy is surging. Beyond these core markets, we're expanding our presence in Europe and looking at new B2B partnerships with real estate developers and architects who are incorporating SunRoof systems into new-build residential and commercial properties. Our expansion into the commercial and industrial (C&I) segment, backed by our bRoof certification, is also an exciting new frontier, allowing us to deliver larger-scale solar installations. In addition, we're evolving our energy management solutions, where we see potential to create an entire energy ecosystem. By connecting solar-powered homes into a network, we can optimize energy usage across neighborhoods or even cities, allowing homeowners to trade and store energy in an efficient way.

With REPowerEU, Fit for 55, European Green Deal and Energy Performance of Buildings Directive, the European market will soon make solar installations a standard requirement for buildings. This regulatory push will drastically increase demand for integrated solar solutions across Europe, positioning SunRoof to capitalize on this shift as one of the leading BIPV providers.

Our Chamber:

Can you outline the problems that are arising in your field of business and how SunRoof is addressing them?

Lech Kaniuk:

One of the biggest challenges in the solar industry is the high upfront cost for homeowners, which can be a barrier to adopting solar energy. Even though the long-term savings are clear, many customers hesitate due to the initial investment. At SunRoof, we're addressing this by offering flexible financing solutions that make our solar roofs accessible to a broader audience. In Germany, for example, our financing option allows the roof to pay for itself from day one, giving homeowners immediate savings without the heavy upfront burden.

Our Chamber:

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

Lech Kaniuk:

Membership in the Swedish-Polish Chamber of Commerce is very valuable for SunRoof. It serves as a bridge between two key markets for us—Sweden and Poland—both of which are central to our growth strategy. The Chamber provides us with networking opportunities, allowing us to connect with influential business leaders, policymakers, and potential partners in both countries. This helps us stay informed about regulatory changes, market trends, and emerging business opportunities. The Chamber also fosters collaboration between Swedish and Polish businesses, which aligns perfectly with SunRoof's cross-border operations. We benefit from access to a wealth of knowledge, insights into best practices, and the chance to participate in industry-specific events and discussions. This, in turn, strengthens our position as a leading provider of solar roofing solutions in both markets.

Highly personalized and paperless accounting services in Polish and Swedish

by Nina Andersson



Target Redovisning is a provider of financial services and a dedicated partner committed to improving and optimizing the financial health of its clients. The company was founded in 2017. It operates in accordance with Swedish regulations and standards including the Swedish standard of accountancy REX, whose motto is “Do it right from the start”. The Founder’s, Małgorzata Wiśniewska’s priority is to provide clients with reliable financial information, which is the foundation of her work. From the very beginning of the company’s existence, she has automated the accounting procedures, emphasizing a personalized approach to every assignment and constant contact with her clients, which distinguishes Target Redovisning from its peers.

Our Chamber has interviewed Target Redovisning’s Founder and Owner Małgorzata Wiśniewska (kontor@targetredovisning.se).

Our Chamber:

What sets Target Redovisning apart from the competition?

Małgorzata Wiśniewska:

It is, above all, an individual strategic approach based on KAIZEN philosophy and LEAN strategy. I start each new assignment with a consultation session, during which the client and I discuss business strategy, debt collection rights as well as assess risks and set goals. Once these elements are established, we create a flexible strategic plan of action, which we constantly adjust in order to achieve the intended results. Kaizen philosophy and LEAN strategy are key elements of my work, and I define success in a short formula:

****SUCCESS = EFFECTIVE COOPERATION + CONTINUOUS IMPROVEMENT****

I use innovative digital solutions that support paperless work, improving the quality of services and providing convenience to clients. Clients can thus focus on developing their business, while having access to current financial reports in an app on their phone, and to my assistance if they need consultations. The client is always the center of my attention. In Sweden, running a business requires constant contact with banks and authorities such as Skatteverket, Bolagsverket, and sometimes Kronofogden. I represent my clients before authorities based on powers of attorney. I take part in the debt collection process, inspections and audits, always taking care of maintaining a good image of the clients. Constant contact with clients allows me to better understand their needs and respond faster to emerging challenges. I always call back the same day, and I reply to emails within 48 hours. When needed, I provide daily accounting support.

Our Chamber:

What is the scope of your services?

Małgorzata Wiśniewska:

The scope of my services is flexible and tailored to the individual needs of each client. I offer a wide range of services such as setting up companies and branch offices in Sweden, accounting, preparing VAT and tax returns, closing the financial year including the preparation of financial statements, calculating salaries, representing before authorities as well as broad tax, economic and business advice. Due to the current economic situation in Sweden, I am also increasingly involved in preparing for and reporting bankruptcies.

Our Chamber:

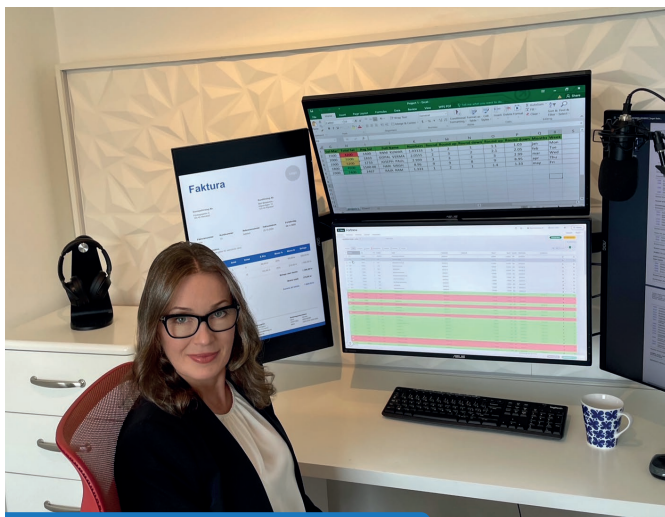
Are your assignments typically long-term?

Małgorzata Wiśniewska:

Yes, from the very beginning my goal has been to build long-term relationships with my clients. A good example is a client I started working with in 2017, providing a consultation on taxation and doing business in Sweden. Today, this client is the owner of a group consisting of three companies. By providing accounting services, I get to know the client’s needs and help to choose the right solutions. We build these relationships over the years, based not only on trust, but also on the high quality of the services I provide. “We do it right from the start, constantly improving”, and our joint journey has no set end. Of course, hard work and determination on the part of the client are also essential on this journey.

Our Chamber:

Many of your clients are Polish entrepreneurs doing business in Sweden. In your opinion, are there any specific challenges that these companies face in the



Małgorzata Wiśniewska



Swedish market and what is the difference in business culture between the two countries?

Małgorzata Wiśniewska:

I often encounter situations where a Polish entrepreneur comes to Sweden with a large capital and a great business idea, but encounters difficulties, such as problems with opening a bank account or the bank terminating the collaboration without providing a reason. For the client, this may seem like discrimination, but it is rather caused by the transparency of the Swedish system. In Sweden, with a personal identification number (personnummer), you can easily verify your data, including income, place of residence and other information. If you come to Sweden and your data is difficult to verify, you may encounter problems, especially when dealing with banks. Banks must comply with EU directives, such as those on countering money laundering and support to terrorism.

Our Chamber:

Target Redovisning works in a profession that is constantly changing due to new laws and regulations. How do you keep up with all the new developments?

Małgorzata Wiśniewska:

Yes, exactly. Continuous training is the foundation of my work, allowing me to keep up to date with the latest changes and developments. I regularly attend training courses and I am an active member of professional bodies such as SFR Konsulterna, where I obtained authorization for my company and the title of Certified Business Advisor, which is only awarded to Authorized Accountants. I also run a blog, where I publish articles on current regulations in Sweden. Preparing these entries often requires me to read extensively and to search for interesting information and advice on behalf of a wide range of readers: <https://targetredovisning.se/artiklar/>.

Furthermore, I organize training sessions for Polish entrepreneurs operating in the Swedish market. I often recommend valuable magazines and books to participants,

which I bring to these sessions. Additionally, I gain valuable experience by participating in audits, which confirm that my work complies with applicable regulations and standards. A key element of my effectiveness is choosing appropriate software programs and keeping them up to date. I pass on the newly acquired knowledge to my clients, which improves our cooperation and allows us to achieve even better results.

Our Chamber:

What is your experience of membership in the Chamber?

Małgorzata Wiśniewska:

I first met a representative of the Chamber in the summer of 2022 in connection to activities of the non-profit association POLKRONA, of which I was the founder and the president. POLKRONA brought together Polish entrepreneurs operating in Sweden. Its main goal was to assist Polish-speaking entrepreneurs in business and tax matters. I organized meetings and wrote articles on various relevant regulations. During the same summer, The Chamber and I came to the conclusion that our organizations had similar profiles, which led to the proposal to join forces under the common name Svensk-Polska Handelskammaren (Swedish-Polish Chamber of Commerce). The members of POLKRONA accepted this proposal at the General Meeting of Members at the end of 2022 and I was invited to become Vice-Chairman of the Board of the Chamber.

For me, the most important thing in life is relationships - everything else is their natural consequence. Membership in the Chamber enriches my life and supports my daily work. Thanks to my broad network of contacts, I can always refer my clients to appropriate professionals and entrepreneurs, as needed.

A one-stop-shop for business planning of R&D and innovation including obtaining EU funds

by Nina Andersson

TAX & TECH KRAFT

Tax and Tech Kraft is a one-stop-shop for businesses planning to establish R&D centers in Poland. The company offers support in obtaining EU grants including participation in competitions for grants. It also offers tax advice on various types of incentives which are available in Poland, ensuring cost-efficient investments in R&D and innovation.

We have interviewed the two Partners and Co-Founders, **Magdalena Adamczuk**, magdalena.adamczuk@ttkraft.pl and **Tomasz Rysiak**, tomasz.rysiak@ttkraft.pl

Our Chamber:

Poland makes available a lot of grants and incentives to primarily innovative companies. Can you please elaborate on the background?

Magdalena Adamczuk:

Poland has an EU budget of more than 76 billion euros at its disposal until 2029. A part of these funds is aimed for companies that are planning or already implementing innovative projects. Institutions provide co-financing of expenses such as salaries of employees and subcontractors, licenses and software as well as purchase of fixed assets necessary for project implementation. In addition, entrepreneurs can implement innovations in their own businesses, for example, by building a production plant or a production line. There are also competitions which can be for instance aimed at promoting innovative products in foreign markets. The scope of targeted projects often requires multimillion-dollar outlays, and funds of such a magnitude are available in the competitions, with the upper limit of project funding being PLN 150 million. Such projects require co-financing by the beneficiary (the burden of co-financing may be to some extent mitigated by tax incentives for R&D projects).

Our Chamber:

How can Tax & Tech Kraft help businesses to benefit from the existing opportunities and what resources can you make available to maximize the likelihood of success in this field?

Magdalena Adamczuk:

We are a one-stop-shop for obtaining EU funds. Our support begins with determining whether the innovation planned by the client is eligible for funding. We base our assessment on the company's R&D resources or organize consultations with experts or the scientific and research community. The next step is preparing complete documentation and supporting the client at the stage of evaluation of applications, as well as at the stage of signing the grant agreement and settlement of the project.

Our Chamber:

Can you please provide examples of successful applications and projects which you have supported?

Magdalena Adamczuk:

Our team has helped to obtain more than 220 million PLN of financing in various competitions targeting various in-



Tomasz Rysiak



Magdalena Adamczuk

dustries and sectors. However, our favorite example is not one of our largest clients or beneficiaries of the largest grants. We truly loved working with a start-up offering quantum computing solutions for the financial industry. They started by participating in a grant competition directed at very early-stage start-ups (at the stage of concepts). Now they have a fully developed product and are going for additional EU level grants that are available only to top technology companies. We really love to see how businesses of our clients take off after receiving such financial support.

Our Chamber:

Are this kind of incentives only available to strictly Polish companies or can international companies also benefit from them?

Tomasz Rysiak:

Grants are available to companies with a registered office in Poland. Another requirement is that projects which are co-financed by grants need to be executed in Poland. In principle, there are no limitations or exclusions when it comes to the origin and the location of the shareholders of the companies. Consequently, grants are available

to Swedish-owned Polish companies already operating in the Polish market and are frequently applied for and won by Swedish manufacturing and IT companies with R&D centers in Poland. Furthermore, Swedish businesses may set-up a company in Poland with the purpose of conducting an R&D project, utilizing the pool of well-educated Polish engineers or IT consultants and financing the project with a grant.

Our Chamber:

What is your experience so far of being a member firm in our Chamber?

Tomasz Rysiak:

Our cooperation with the Swedish-Polish Chamber of Commerce is preceded by 13 years of rendering advisory services mainly to clients with a Swedish background as a part of the team of the Pan-Baltic advisory company Magnusson. In our capacity as a member of the Chamber, you can meet us both in Poland and Sweden during events such as “Doing business in Poland” and “Technology at Its Best”. We also have been supporting several Chamber members in obtaining EU funding for both starting and developing their businesses.



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 in October 2025, all these events will provide a choice to attend in person or via Zoom, at Bonnierhuset in Stockholm or online and they will take place between 13.00 and 15.30, with subsequent networking.

You can register already now at - <https://lnkd.in/dj2fBeDr>.

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

| | | | |
|------------|---|------------|---|
| 2025/02/10 | "Pharma, Biotech and MedTech – the future is almost here" | 2025/09/22 | "From startups to unicorns - how to scale up?" |
| 2025/03/10 | "Green transition – challenges and solutions" | 2025/10/07 | "Networking Meeting in Warsaw" |
| 2025/04/07 | "Market Entry Scandinavia" | 2025/10/20 | "Logistics and transport - adapt or fall behind!" |
| 2025/05/12 | "Innovation – a glimpse of what's to come" | 2025/11/24 | "Technology at Its best" |
| 2025/06/02 | "Doing business in Poland" | | |

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 to members, but we sometimes make exceptions.

One of our priorities in 2025 will be creating excellent networking opportunities for our members. We have initially (more to come) scheduled following networking meetings in Stockholm:

| | |
|------------|--|
| 2025/05/12 | General Meeting of Members (by invitation only) with lunch and a networking session (starting tentatively at 9.30, with lunch 11.30) |
| 2025/05/12 | Dinner and networking together with the French Chamber of Commerce in Sweden (starting tentatively at 17.30) |
| 2025/06/02 | Informal reception at the Polish Embassy in Stockholm - our huge thanks for the invitation to Chargé d'affaires Karolina Ostrzyniewska (starting tentatively at 17.30) |

In addition we recommend members and connections to take advantage of opportunities to network at selected external events such as for instance events organised by our new institutional member Techarena (please see New Members above).

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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w Polsce poświęcony w 100% gospodarce?

- ⊙ 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
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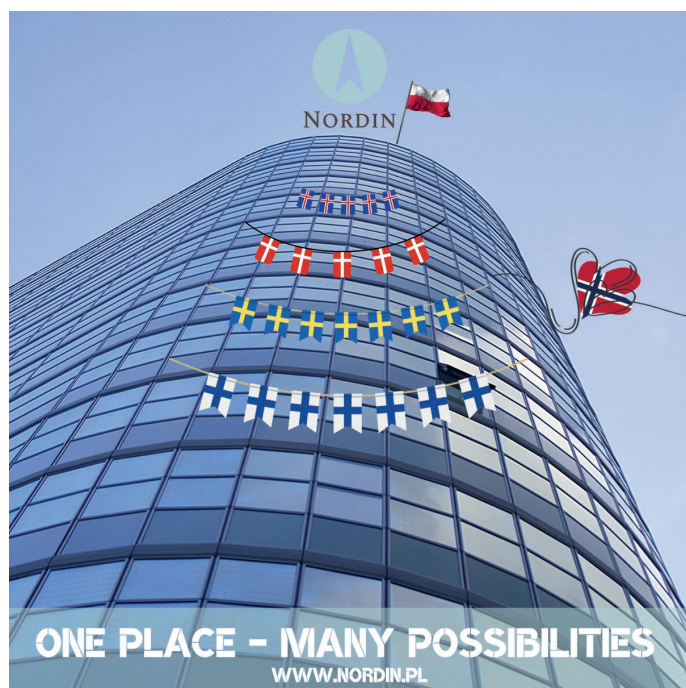
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