

BUSINESS CONFERENCE
ENSCHEDÉ, THE DUTCH CITY OPEN FOR POLISH BUSINESS
IT & ENERGY TRANSITION
14.06.2018 ENSCHEDÉ

WHEN?

14th June 2018

From 08.45 a.m. till 16.45 p.m.

WHERE?

Town hall Enschede

Langestraat 24, 7511 HC Enschede

HOW CAN I REGISTER?

Don't forget to confirm your participation on enschede.nl/business-conference-dutch-polish-business

WHAT DOES THE REGISTRATION INCLUDE?

Being registered for the Conference, you will have access to:

- Networking breakfast and lunch
- Conference
- B2B meetings
- Access to the list of participants

Travel and accommodation costs are for the participants' expense.

WHERE CAN I STAY?

IntercityHotel Enschede, Willem Wilminkplein 5, 7511 PG Enschede

With regard to logistics and travelling, the conference organizers recommend the IntercityHotel Enschede located within 5 min walking distance from the Conference location and about 2 min from the train station in Enschede.

WHOM TO CONTACT FOR MORE INFORMATION?

Agnieszka Schipper: a.schipper@enschede.nl, 0031 308 717 67

Joanna Schuhholz: joanna@businesshubpl.com, 0031 654 257 660

PARTICIPANTS

- Dutch companies having or planning to start business in Poland
- Polish companies planning to start business in The Netherlands

- Representatives of Dutch and Polish government & business organizations helping you in internationalization
- Dutch and Polish entrepreneurs seeking business partners in 2 areas:
 - IT
 - Energy transmission
- Representatives of the city of Enschede and Rzeszów

•
IT & Renewable Energy
 being sectors of strategic importance for both countries
 •

WHY ATTEND?

- Learn from experts how to start business in Poland and in the Netherlands
- Benefit from a unique platform which allows you to discover and explore market opportunities in both countries
- Meet top representatives from organizations supporting your start on the new market:
 - RVO (Netherlands Enterprise Agency)
 - WPHI (Polish Investment and Trade Agency)
- Present your company and gain access to a new market
- Find business partners and customers
- Promote your future development plans
- **Send us your business profile and we will look for potential business partners and customers for you!**

Joint research & development projects

We can help you to join innovative projects between entrepreneurs and research units from both countries.

ABOUT POLAND – DID YOU KNOW, THAT POLAND:

- has 38,5 million citizens, which is double the population of the Netherlands
- with its territory of 312,679 km² is the eighth largest country in Europe, seven times bigger than the Netherlands' territory of 41,543 km²
- is perceived as an attractive investment destination in view of high ratio of quality to price of goods, services and labour
- is the eight-largest economy in the EU in real GDP terms
- was the only EU country that avoided the recession which struck Europe in the late 2000s
- is considered by many economists to join the ranks of the top 20 economies in the world, potentially as early as 2030
- Poland has the highest number of contactless (NFC) payment terminals in Europe
- offers a talented, educated and ambitious work force with a high percentage of well-trained university graduates
- is a crucial business partner for the Netherlands – the value of goods exported to Poland amounts to €11 billion and is higher than the value of goods exported from the Netherlands to China or to Russia

ABOUT THE NETHERLANDS - DID YOU KNOW, THAT THE NETHERLANDS:

- is one of the biggest investor in Poland
- several Dutch multinationals, including Unilever, ING Bank, Philips, Shell, Heineken and Raben Group have strong positions in their respective markets in Poland
- from a global perspective, the Netherlands is the fifth most important exporter, the seventh most important importer, and the seventh most important investor
- The Netherlands is ranked fourth on the Global Innovation Index of whom ? The World Bank or the World Economic Forum WEF?
- is ranked number one on the Startup Nation Scoreboard and Amsterdam is known as the Capital of Innovation of Europe
- 70% of all Dutch innovation is IT related
- 60% of all Forbes 2000 companies active in IT have established an office in the Netherlands
- The Netherlands represent:
 - #4 largest exporter of ICT services in Europe
 - #1 most connected country in the world (DHL Global Connectedness Index 2016)
 - Europe's largest security cluster (The Hague Security Delta)
 - #1 in EU for outstanding use of ICT (World Economic Forum Europe 2020 competitiveness report)
 - #1 globally for readiness of accepting unmanned vehicles on public roads
 - World's largest Internet exchange

•
IT & Renewable Energy
being two sectors of strategic importance for both countries
•

1. IT

Did you know about any Polish IT or technological achievements 25 -30 years ago? Most probably not. How come that today, Poland is one of the top software development and outsourcing destinations globally, landing consistently at or near the top spot of various internationally recognized rankings? Many foreign companies rely on Polish developers to deliver high quality software solutions. As so many international corporations are doing it already, there should be opportunities for potential newcomers and companies who would like to further expand. Whilst striving for the opportunities businesses shall also be considering the potential risks connected to entering a new market. Therefore, we would like to give an insight into how the reality of outsourcing IT to Poland looks like. As organizers of this conference we do believe that the timing is perfect to start or further explore IT outsourcing opportunities to Poland. Given the continuous growth of the Dutch economy and a clear shortage of skilled IT employees on the Dutch market, the CEO's, COO's CIO's and CTO's have to have a look beyond the obvious to stay ahead of competition and to deliver value to their customers. In today's economies it is literally impossible to aim for top supplier positions without having a state of the art IT as well as software development, testing or even R & D activities to stay focused on core competencies and products.

Why cooperation with Poland?

Some of them are presented below:

1. Being part of the European Union.
2. A stable and healthy economy – supported by long time investments done by Intel, Lufthansa or EPAM.
3. Geographical proximity – Poland is closer than you may think. Maximum two hours of flight away and you are there! What is also important – the same time-zone makes it easy to cooperate.
4. Cultural and work ethics similarity – the young Polish generation grew up with European norms and habits but they also have an edge. They would like to experience the world as their parents could not do. In return they are willing to work harder to achieve it.
5. Quality technology infrastructure – Poland has little legacy. Almost 14 years after having joined the EU most of the required infrastructure is new and of high quality standards.
6. Extensive pool of IT graduates – every year more than 80.000 students graduate in IT related studies. Universities in Krakow, Gdansk, Wroclaw, Warsaw, Rzeszow and Poznań are great sources of new IT ideas as well as future employees.
7. More-than-solid knowledge of English – Poland ranks 11th out of 80 countries in the English Proficiency Index.
8. Highly-skilled workforce – Polish developers are ranked in the Top 3 qualified countries in the World (source: HackerRent) but most important to be considered is the fact of a truly IT based culture, which is strongly developed in Poland.
9. It's not an experiment – many of the companies from different countries are already there. Also, Dutch companies. This is not a greenfield it is a well-developed market.

However, when you are considering IT outsourcing you should look at the risks as well. The most common risks are:

1. Change process and what it means for your own organisation.
2. Finding the right partners for your needs.
3. Communication misunderstandings.

During the conference in Enschede you will be able to learn more about both the risks and opportunities. You will be able to meet Polish and Dutch companies who will gladly share their experiences with you.

2. ENERGY TRANSITION

Business opportunities which the ongoing energy transition brings for companies in Poland as well as in the Netherlands.

Poland and the Netherlands both signed the Paris Climate Agreement during COP21 back in 2015). Governments and companies are searching for possibilities to significantly reduce CO2 pollution and need new methods and products to fight against global warming.

One of the main challenges is the switch from fossil energy sources to renewable energy. Wind, solar- and bio-energy are examples of renewable energies.

The energy transition is a long-term process which will be accompanied by massive investments from the public as well as the private sector. One of the effects to happen is that it will democratize the energy markets. We will see a shift from centralized electric energy production e.g. in nuclear as well as coal powered plants connected to the high voltage grid towards private owned Smart Microgrids which produce sustainable energy for local use.

The ongoing energy transition offers great opportunities for new products and services which eventually do not even exist today whilst existing business models will be eventually torn down at increasing speed.

During the conference, you will be able to learn more about similarities and differences between the developments in Poland and the Netherlands and business opportunities that the energy transition offers to companies in Poland and the Netherlands.