



**ds 2019**

Dni Skandynawskie  
Scandinavian Days

# Scandinavian Business Connect

## Programme

the 15<sup>th</sup> of May 2019, 10.00-15.00

Hotel Radisson Blu, Plac Rodła 10, 70-419 Szczecin

time		place
09.00-10.00	Registration of participants	Ground floor
10.00-10.30	Welcoming participants  Introductory lecture: The Power of Norway. About energy, synergy, strategy and business angels.  Martalena Madej, Head of the Foreign Office in Oslo, Polish Investment and Trade Agency S.A.	Concerto I, II, III 1st floor
10.30-15.00	Let's talk about business. Networking, business meetings zone	Sienkiewicz 1st floor
10.40-12.10	Industry 4.0, start-ups and future-oriented business solutions. Presentation of start-ups. Moderated discussion  Przemysław Krzywania, CEO EBKF Daniel Larsson, Counsellor of the Embassy of Sweden Andreas Hestbeck, CEO Vortex.gg Søren Peters, CEO Gain & Co (Denmark) Kim Jorgensen, CTO Icotera Ltd.  Moderation - Marcin Kaczmarek, Member of the Board of the ICT Cluster of Western Pomerania	Concerto I, II, III 1st floor

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Ambasada Norwegii





**10.40-12.10** Scandinavian house. Meeting Point  
- discussion and workshop of ideas with the participation  
of representatives of Scandinavian communities in Szczecin.

Norwid I, II  
1st floor

Ole Egberg Mikkelsen, Ambassador of Denmark in Poland

Piotr Krzystek, Mayor of Szczecin

Marek Czernis, Honorary Consul of Sweden in Szczecin

Björn Reidhav, CEO, Radiometer Ltd.

Irina Backe Policastro, Lecturer at the University of Szczecin,  
Institute of Scandinavian Studies

Aleksandra Gawlikowska-Sroka, PhD, DMedSc, Vice-Dean  
for English Language Students at the Faculty of Medicine and  
Dentistry of the Pomeranian Medical University in Szczecin

Representatives of students of the Scandinavian countries

Moderation: Aleksandra Piasecka, City of Szczecin, Mayor's  
representative for international relations

**12.30-14.00** How to support start-ups – Polish-Scandinavian experience.

Concerto I, II, III  
1st floor

Marcin Bortkun, President of the Board of the Polish-  
Norwegian Chamber of Commerce

Tomas Petersson, Director and owner of Swedish company,  
expert on polish market for Swedish business

Maciej Jankowski, CEO Netcamp Foundation

Tomasz Łasecki, Managing Partner of Pomerangels ASI  
Found

Marek Kubik, President of the Management Board  
of Szczecin Metropolis Development Agency Ltd.

Moderation – Marcin Pokojski, Member of the Board of the  
InfoShare Foundation

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**12.30-13.30** SPCC Nordic Insights: Work Well Being & Smarter Living and Working – presentation and panel discussion Norwid I, II  
1st floor

Tomasz Zygadło, CEO of Sigma Connectivity Ltd.

Karina Kreja, International Concept Manager and Workplace Expert, Kinnarps AB

Halina Piasecka, Owner, Coach and Trainer of Piasecka & Żylewicz

Wojciech Faszczewski, CEO of Coloplast Business Centre Ltd.

Marek Pałac, Managing Director of Klippan Safety Polska and Andrenplast Polska (tbc)

Moderation - Daniel Larsson, Head of Business Promotion and Communication, Embassy of Sweden

**12.30-14.00** Business development and competitive advantage - How to increase your effectiveness so as not to be afraid of new challenges and gain new markets. Workshop. Copernicus II,  
10th floor

Conducting - Adam Dębowski, Institute of Leaders of Change

**14.00-15.00** Lunch Foyer  
1st floor

**The organizers reserve the right to change the programme.**  
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