

# WSSE INFO

MAGAZINE OF THE WAŁBRZYCH SPECIAL ECONOMIC ZONE "INVEST-PARK"

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 PASTA FOOD COMPANY  
 ROUMEDIA INNOVATION

Interview with Deputy Prime Minister

**MATEUSZ MORAWIECKI**

"POLISH INVESTMENT ZONE"

# FROM THE PUBLISHER



**Maciej Badora**, President of the Wałbrzych Special Economic Zone

**The ending year 2017 has been special for us because it marked the 20<sup>th</sup> anniversary of the establishment of the WSEZ. Throughout the two decades of our functioning over 200 investors have trusted us, both domestic and foreign. The zone's territory has increased almost fifteen-fold, which makes it the largest special economic zone in Poland, recognized for its quality of service and support to tenants.**

When the new instrument in the form of special economic zones was created 20 years ago, it was mainly supposed to solve the problem of unemployment and social exclusion. Viewed from this perspective, the zones have definitely fulfilled their role and proven successful. However, the current economic situation brings new challenges – to attract projects with high added value, to create a network of partners and to generate jobs for specialists.

Business abhors vacuum. It functions in an environment that determines the success of a venture and its dynamism of growth. The value of a company is not the sum total of its assets – it should be measured especially by the involvement of its employees. Thus in order to maintain the dynamism of growth it is necessary to invest in people – both those working for a company and the society at large. This is the only way to create the right conditions for the emergence of a modern economy.

We are about to see changes in Poland's investment policy. They concern both the functioning of special economic zones and the commercial law. The effective use of these two instruments depends on the cooperation between zones, tenants, self-governments and research institutions. On behalf of the Wałbrzych zone – I assure you of our readiness to cooperate.



The Wałbrzych Special Economic Zone "INVEST-PARK" is an area offering preferential conditions to investors in south-western Poland. Locating a business operation within the WSEZ makes the investor eligible for tax exemptions and a number of other forms of support from the company managing the zone.



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MAGAZINE OF THE WAŁBRZYCH  
SPECIAL ECONOMIC ZONE  
"INVEST-PARK"



## Polish Investment Zone

Interview with Mateusz Morawiecki, Deputy PM,  
Minister of Development and Finance

"We are proposing a different mechanism, which will affect sustainable development in different territories. On the one hand, we have decided that investors locating their projects anywhere in Poland will be eligible for tax incentives. On the other hand, the amount of exemptions will depend on criteria connected with the level of economic development of the region."

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A man in a blue suit and glasses stands in a hallway, looking directly at the camera. The hallway has wooden walls and windows. The text 'POLISH INVESTMENT ZONE' is overlaid on the image in large, light blue, bold letters.

# POLISH INVESTMENT ZONE

*The new formula for the functioning of special economic zones will address the requirements of entrepreneurs, positively influence Poland's sustainable development and stimulate innovative investment projects. Mateusz Morawiecki, Deputy PM and Minister of Development and Finance, talks about the idea of offering preferential conditions to entrepreneurs investing anywhere in Poland.*

**WSSE INFO:** In September, during the Economic Forum in Krynica-Zdrój, you announced the introduction of changes to the functioning of special economic zones. As a result, the existing economic policy will be revolutionized. Does it mean that after two decades the existing model of SEZ functioning has been exhausted?

**MATEUSZ MORAWIECKI:** Special economic zones were created mainly in order to stimulate investment locally and reduce high unemployment, which sometimes reached 40%. Twenty years ago – ten years before joining the EU – Poland's economy was in a very different place. The SEZ was the right instrument for those days. But twenty years is a long time. The changes made to the model of SEZ functioning during this period were technical, not strategic. Little attention was paid to economic needs and challenges, especially local ones. Too often emphasis was put on cheap labor force instead of high quality investment projects. Today's reality is completely different. While preparing the changes we focused on adapting support for investors to the needs and expectations of the economy today. At the same time we want to help those projects that positively influence the local community and the economy – locally and nationwide.

**How will the departure from territorial restrictions in granting tax incentives influence the sustainable development of individual regions?**

There are currently 14 special economic zones functioning in Poland, and their total territory cannot exceed 25,000 ha. This cap limits the availability of land for investments, especially large ones. What is more, the subsequent enlargements of SEZ did not follow a coherent strategy based on the inclusion of areas in places where it was most needed from the point of view of sustainable development.

We are proposing a different mechanism, which will affect sustainable development in different territories. On the one hand, we have decided that investors locating their projects anywhere in Poland will be eligible for tax incentives. On the other hand, the amount of exemptions will depend on criteria connected with the level of economic development of the region. The higher the unemployment rate in a given county, the lower the requirements connected with the amount of capital expenditure that makes the investor eligible for public

aid. By allowing SMEs to apply for support we are counting on a greater number of projects in those places which are unable to meet the requirements of big investors, e.g. in terms of infrastructure or the availability of human resources.

**In the process of granting tax exemptions, much emphasis will be put on qualitative criteria rather than quantitative ones. Will this stimulate innovative investments and contribute to the creation of jobs for specialists?**

Indeed, we are departing from criteria based solely on the basic parameters of an investment, such as capital expenditure or the number of generated jobs. Each project will be evaluated in terms of its compatibility with the Sustainable Development Strategy. We are introducing the new evaluation criteria in order to ensure that support will be granted to projects with high added value, which positively affect the entire economy, the social capital and sustainable development. The preferred investments will be those that guarantee the transfer of

**Under the proposed solutions we are introducing a new standard of investor care, even more efficient than before. We will introduce a homogenous standard of care in the field of public aid and public relations.**





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know-how, involve R&D activity, develop clusters, create products and services that are competitive on a regional and global scale. Such investments tangibly affect Poland's economic growth and generate an additional possibility of development for micro, small and medium-sized companies that could become partners or suppliers. As it was noticed on numerous occasions, Poland is departing from competing solely on labor costs – we must be more ambitious and fight for jobs for specialists. The new instrument guarantees support for companies irrespective of their size.

**Special economic zones are usually associated with projects conducted by large, global corporations. Will the new policy contribute to increasing the proportion of domestic capital in SEZ, including small and medium-sized firms?**

Definitely. One of the main aims of the reform is to make the instrument available to different firms – small and big ones, Polish and foreign. An important aspect of the new instrument is its greater availability to micro, small and medium-sized Polish enterprises, which so far have been underrepresented in SEZ because they did not enjoy any preference over large companies.

In the new model, smaller firms will be supported in two ways. Firstly, the quantitative criteria concerning the amount of capital expenditure will be lowered for SMEs in comparison to those required for large companies. Secondly, the qualitative criteria will also be more favorable for SMEs.

We are also eliminating many barriers that have previously hindered the growth of smaller firms. Firstly, because the instrument will be available without any territorial restrictions, small companies will not need to move their operations to an area far from where they function. Secondly, we are eliminating the time-consuming process of expanding SEZ territory, which required the participation of external experts.

**What do the proposed changes mean for companies that are already functioning in SEZ? What will happen with areas that are currently covered with the status of SEZ after the introduction of the new regulations?**

We are not creating confusion for SEZ tenants. The ongoing projects will function according to the same rules as before. The companies providing investor support and managing SEZ will not change either. Of course, if a tenant wishes to conduct a new investment or a re-investment using the new instrument, it will be possible. After the introduction of the instrument, the unused land covered with the SEZ status will offer even more preferential conditions connected with the duration of tax exemption period.

**The changes are also intended to bring new standards in investor services. How will it influence the competences of companies managing the zones?**

Under the proposed solutions we are introducing a new standard of investor care, even more efficient than before. We will introduce a homogenous standard of care in the field of public aid and public relations.

The managing companies will become regional coordinators of public aid granted in the form of tax exemptions and governmental subsidies. Investor services will be provided in close cooperation with territorial self-government units, research and educational institutions, and other business-related entities.

By broadening their offer, the managing companies will become centers of knowledge about the conditions for investing in a region. They will continue their specialization in those industries or sectors in which they have a competitive advantage.

**Thank you for the conversation. ■**

# The Constitution for Business,

or how to build a culture  
of entrepreneurship

*The package of changes prepared by the Ministry of Development has been the biggest reform of the commercial law since the political transformation in Poland.*

***Jadwiga Emilewicz**, Undersecretary of State at the Ministry of Development, talks about the breakthrough in the form of the Constitution for Business.*



**WSSE INFO: The Constitution for Business is supposed to mark a breakthrough in the relations between public administration and business and to guarantee economic freedom in Poland. What are its main assumptions?**

**JADWIGA EMILEWICZ:** The Constitution is based on defining the status of an entrepreneur as a partner – not client or applicant – of the public administration. Civil servants must remember that business efficiency is the most important constituent of the state budget, which depends on taxes. The Constitution consists of 170 legal acts amending the existing regulations; however, its main principle follows the rule “Everything which is not forbidden is allowed.” The document also makes the presumption of the entrepreneur’s honesty and suggests interpreting ambiguous laws or doubts in favor of the entrepreneur. Colloquially speaking, the relations between clerks and businesspeople cannot be based on digging up the dirt. The Constitution also introduces a package of deregulations that will make it easier to conduct business activity, such as the abolishment of some reporting duties or those connected with storing documents. The administrative procedure of obtaining permits will be simplified by requesting declarations instead of certificates, so the process will be based on the entrepreneur’s declaration of will. The period of storing documents will be reduced from 10 to 5 years, and some of them will only have to be kept in an electronic form. It will not only make entrepreneurs’ life easier, but also lighten the burden on the national forests due to lower demand for cellulose (smile).

**Complicated regulations, excessive bureaucracy and the high cost of running a business translate into a fear of setting up sole proprietorships. Will the Constitution change this state of affairs?**

The most important benefit offered by the Constitution is the so-called “start-up relief”, which frees the

entrepreneur from incurring any fiscal costs – connected with social and health insurance – for the first six months after registering a business. We would also like to “extend the runway”. The current law allows for a two-year period of lower contributions to the Social Insurance Institution. After this time 25% of companies are liquidated or move to the informal sector. We are planning to extend the period of reduced social insurance contributions to three years. Another element of the Constitution is the so-called “little sole proprietorship”, which offers

**” We believe that Poland is a country based on small and medium-sized business. This is why so many sections of the Constitution are dedicated to it – tax exemptions for some industries or accelerated depreciation of machines and equipment purchased in a given year.**

the possibility of reduced insurance contributions if the entrepreneur’s revenue does not exceed 250% of the minimum remuneration. In this case the obligatory contribution would depend on revenues. Today entrepreneurs pay around PLN 2,200 in contributions to the Social Insurance Institution’s labor fund and health insurance. Using the principle of proportion, they would pay not more than PLN 1,100. This is a radical change that will prevent a situation in which an entrepreneur pays to the budget more than he earns. The next change involves the legalization of the so-called “unregistered activity”. It refers to people who conduct irregular business activity, e.g. by selling candles near a cemetery, vegetables in the market or giving private lessons, so their income is small. We would like them to register their activity without the obligation to pay any taxes.

### **Will entrepreneurs be able to influence the legislative process?**

The Constitution introduces an entire package of changes concerning the empowerment of entrepreneurs in the legislative process. Any act pertaining to the freedom of conducting business activity will have to receive the approval of the entrepreneurs’ ombudsman, who will also have the power to veto the act. The ombudsman’s competences will include the settlement of disputes between the administration and entrepreneurs, and even stopping controls of companies, especially small and medium-sized ones. We are well aware that firms are often paralyzed by accumulated controls, which can last in total even a hundred days a year. However, the most important instrument of influencing the legislative process will be the joint commission of the government and entrepreneurs – this body will become a real and permanent element of the Polish legal system. Its opinion will be binding and will have to be taken into account at all stages of the legislative process. We hope that the commission will also be a useful element in proposing bills to be discussed by the parliament. Therefore both the joint commission and the entrepreneurs’ ombudsman are likely to increase the number of bills initiated by the business environment.

### **It seems to favor small and medium-sized businesses.**

I think that small and medium-sized firms see the discrepancy in how they and big companies are treated. It is not a uniquely Polish problem. This state of affairs does not result from different laws for different entities, but from a tacit consent to provide special treatment to companies employing hundreds or thousands of people. We believe that Poland is a country based on small and medium-sized business. This is why so many sections of the Constitution are dedicated to it – tax exemptions for some industries or accelerated depreciation of machines and equipment purchased in a given year.

**Much is being said about building an innovative economy and industry 4.0. However, it seems that mostly international corporations and their modern**



**The biggest obstacle to the establishment of Polish innovative firms is the fear of failure. Young people ask themselves: Does my product or solution have the necessary potential? Will it be successful on the market? Because of these risks, young people often decide to choose a career other than running their own business. We would like to use the Constitution to remove part of the risk.**

**plants contribute to it. How can the emergence and development of the Polish technical thought be stimulated?**

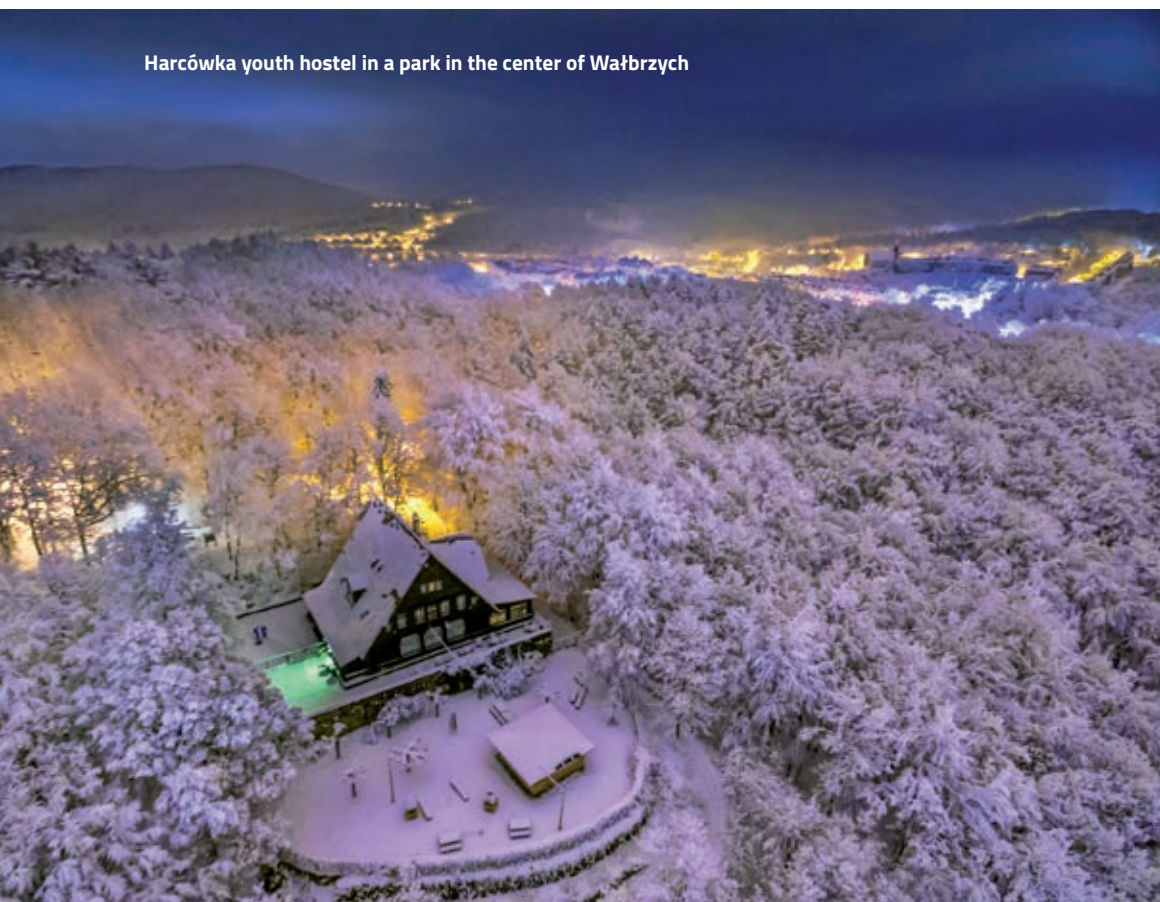
The biggest obstacle to the establishment of Polish innovative firms is the fear of failure. Young people ask themselves: Does my product or solution have the necessary potential? Will it be successful on the market? Because of these risks, young people often decide to choose a career other than running their own business. We would like to use the Constitution to remove part of the risk. We should also remember that working for a large, prestigious corporation is perceived as social advancement, as

the first step to making a career. However, we would like the Constitution to build a culture of entrepreneurship – to foster a spirit of entrepreneurship, to encourage people to build their own brands. Let us remember the 1990s, when the ingenuity of Polish people, which had been stifled under communism, finally exploded and gave rise to the development of entrepreneurship. We therefore want the Constitution for Business to foster a culture of self-development, which promotes risk-taking. These actions will be supported by the national administration.

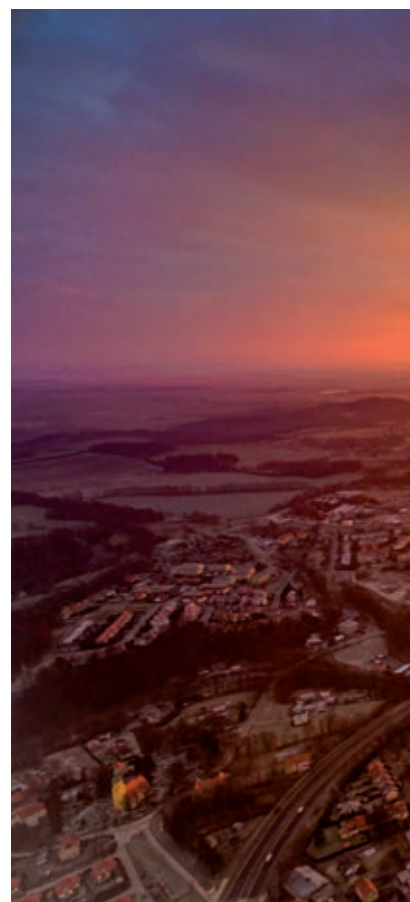
**Thank you for the conversation. ■**



View of the Wałbrzych Subzone with Toyota MMP factory in the foreground



Harcówka youth hostel in a park in the center of Wałbrzych





# WAŁBRZYCH

Surrounded by the Wałbrzych Mountains range near the Owl and Stone Mountains, Wałbrzych is one of the greenest cities in Poland. Its boundaries follow mountain ridges and streams. There are seven public parks in the city, including the largest one – the Książ Landscape Park with the monumental Książ Castle. Compared with cities of a similar size, Wałbrzych boasts the greatest density of labeled tourist routes. Its attractive location and many recreational facilities create unique conditions for doing sport. The city is an excellent starting point for tourists wishing to hike in higher mountains.

The history of Wałbrzych dates back to the 12<sup>th</sup> century, when the first written information about a Slav settlement in this area appeared. The tiny Our Lady of Sorrows Church is considered to be the oldest surviving building in the city. As legend has it, it used to contain a source of water around which the settlement started. Wałbrzych was granted a town charter in the first half of the 15<sup>th</sup> century, when around 200 settlers lived here. Today it is the second largest city in Lower Silesia.

The region is known for its deposits of mineral water, as evidenced by the former Old Spa (today – a district of Wałbrzych) and Szczawno-Zdrój, a nearby resort visited by thousands of patients. However, the origins of Wałbrzych as we know it are connected with the industrial traditions of coal mining. A significant contribution to the local economy was also made by textile and porcelain factories. After the collapse of the mining industry, the town was plagued by high unemployment. The establishment of the Wałbrzych Special Economic Zone in 1997 was intended to remedy the situation. The Wałbrzych Subzone, where the company managing the zone is based, is located in the northern part of the city, in close proximity of a train station, around 40 km from the A4 motorway. Sixteen tenants are operating here, mostly connected with the automotive industry. Their joint capital expenditure has exceeded PLN 5 billion, which has resulted in the creation of almost 7,500 jobs.

Sunrise above the Wałbrzych Subzone



**CHECK OUT THE  
AVAILABLE LAND  
IN WAŁBRZYCH**

Photographs by Tomasz Góra



# Two decades of development

The first officially available statistics about the functioning of the WSEZ date back to 1998, when the zone had existed for 12 months. At that time the tenants operating in three subzones – Wałbrzych, Dzierżoniów and Kłodzko – employed 719 people. A year later this number grew to almost 2,600, and today almost 52,000 people work for companies based in four provinces covered by the zone: Dolnośląskie, Opolskie, Wielkopolskie and Lubuskie. A glance at the tenants' capital expenditure speaks volumes – in 1999 they spent less than PLN 105 million, and as of the second quar-

ter of 2017 this amount exceeded PLN 25.5 billion. These numbers cannot fail to impress.

The opening of new factories resulted in greater demand for new personnel, which in turn translated into lower unemployment rate in the Wałbrzych Subregion. It is best evidenced by Dzierżoniów and Kłodzko counties. While in 2007 the local unemployment rate was 24% and 23% respectively, today the data are much more optimistic. In Dzierżoniów County the number of people out of work has decreased





The Wałbrzych Subregion is developing fast. Capital expenditure is growing. Unemployment is decreasing. The number of small firms, mainly service providers, is bigger and bigger. Much credit for the improving economic conditions is taken by the Wałbrzych Special Economic Zone "INVEST-PARK", which has existed for 20 years. However, the tenants' functioning does not come down to increasing profits and expanding production volumes – they also contribute to the development of the local communities by becoming involved in corporate social responsibility.

to 8.1%, and in Kłodzko – to 13.3%. A similar trend is visible throughout the entire Wałbrzych Subregion. Ten years ago every sixth adult inhabitant could not find work; today the unemployment rate stands at around 10%. "The Wałbrzych Special Economic Zone should be credited with much of this improvement. In all counties where the zone functions, and even in the adjacent ones, unemployment is dropping much faster than in other places," says **Ewa Grzebieniak**, Director of the Lower Silesian Provincial Labor Office. She adds: "We see another trend as well. Our domestic entrepreneurs are

increasingly often building plants in areas offering tax incentives." According to Mrs. Grzebieniak, after two decades of the zone's existence we can see its positive influence on stimulating the development of enterprises and entrepreneurship. "In every subzone, the first investment becomes a 'locomotive' attracting new investors. Each new plant results in increased employment in suppliers and contractors, e.g. companies providing cleaning or security services," adds Mrs. Grzebieniak. For example, when Toyota Motor Manufacturing Poland opened a factory in Wałbrzych, it contrib-

uted to a bigger number of local suppliers such as POLST, an aluminum production facility, or Eltech, which provides tools used in the production process. Cooperation with TMMP facilitated the development of local service providers, e.g. PAKT, a supplier of protective clothing, or Vico-tel.

Data at the disposal of the Central Statistical Office prove that the number of small firms has grown, too. In 1997 a little over 47,500 economic entities were registered in Wałbrzych Province, including almost 44,000 micro-companies (which were defined at the time as employing up to five people). As of the end of September this year, the total number of economic entities in the Wałbrzych Subregion is 74,000, including 71,000 employing up to nine workers.

Many companies have long known that focusing on profitability and job creation is not enough. Businesses are increasingly involved in actions for the local community, support social initiatives or encourage their employees to participate in various undertakings. An excellent example of a symbiosis between a plant and the local community is the functioning of Toyota Motor Manufacturing Poland and the success of its three flagship actions: Safe Driver (over 2,000 people improved their driving skills and awareness of how to drive in an eco-friendly way), the employee volunteer program Help from Toyota, and the Toyota Fund, which since 2011 has contributed to the revitalization of 39 places. The actions involved around 250 employees of TMMP and over 300 partners, both companies and non-profit organizations. Almost a million zlotys has been invested in the projects.



The Safe Driver program run by Toyota MMP facility

Daicel Safety Systems Europe, a company belonging to a Japanese corporation and based in the Żarów Subzone, has been involved in local actions for many years. "Every firm functions in a concrete social environment, and for this reason one of our aims is to contribute to its development. We take part in local events, especially charity actions initiated by our employees," says **Iwona Kosik**, Deputy President of Daicel Safety Systems Europe. The firm supports schools and higher education institutions, for example by organizing Lean Day in cooperation with Wrocław University of Technology, or Chillout Room, a project dedicated to students of School Complex no. 5 from Wałbrzych. It organizes and co-organizes competitions (TOP Mechanic) and charity actions (Zumba Marathon).

Since 2015 Sonel S.A. has been committed to supporting an action called Town of Children in Świdnica.

The company takes pride in being able to financially contribute to organizing interesting holiday activities for children who could not leave their hometown. During workshops the young participants could learn about the character of different jobs or acquire useful skills, such as planning expenses, time management or working in groups. "We believe in the purposefulness of acting for the benefit of the local community and people in need. It contributes to the strengthening of human solidarity, which is a value in itself," concludes **Krzysztof Wieczorkowski**, President of the Board of Sonel S.A. ■

Photo courtesy of TMMP/DSSE/Sonel



On the initiative of Daicel Safety Systems Europe, the Chillout Room was established in one of Wałbrzych schools

# Defalin: The art of twining



It is a mixture of history and the present, of tradition and modernity. Many changes have occurred in the company over its century of existence, which today can be summed up in the catchphrase "Defalin binds the best." The Świebodzice-based company is doing very well in the market and the demand for its products is constantly growing. The desire to expand has prompted the company's management board to construct a new production facility in the Wałbrzych zone.

Talking about history, let us go back in time to the beginning of the previous century. In 1911 the Lines and Ropes Mechanical Factory was set up in Świebodzice. Known a hundred years later as Defalin Group S.A., the firm continues the tradition of producing twines and ropes. Its history, experience and constantly improving production technology made it possible to secure the company's strong position in the domestic and international market for strapping products for agriculture and industry.

Twines for balers is just one of many products offered by Defalin Group S.A. that testifies to the high quality of its offer and is appreciated by thousands of farmers. Due to the company's investment in R&D it has been possible to bring out new products, such as the strapping tape. Used for packaging domestic goods, wood products or precast concrete elements, it currently accounts for a significant part of the production volume.

The leading position in the market and the growing demand for products have sped up the decision of the board of Defalin

Group S.A. to build a new production floor in the Świebodzice Subzone. With a usable area of over 6,000 m<sup>2</sup>, the first stage of construction is due to finish in January 2018 and the facility will be fully operational in 2021. "After the end of the investment process we are planning to increase employment and expand the volume of strapping tape production," says **Leszek Zieliński**, R&D Director of Defalin Group S.A.

The willingness to expand, the customers' expectations and the need to broaden the product range have all contributed to the decision to erect the new facility. The directors are also hoping to make the company more innovative. "We are planning to use cutting-edge machinery in the production process. It will enable us to find customers in Poland and abroad," adds Mr. Zieliński. Putting the facility into operation will improve the working conditions, eliminate logistical barriers and limit the negative effects on the environment. ■



# The 55<sup>th</sup>

## *Moniuszko Festival*

For over half a century the Moniuszko Festival in Kudowa-Zdrój has enchanted music lovers, who gathered in the most beautiful parts of the Lower Silesian resort. This year, several dozen singers and musicians from Poland and the Czech Republic performed over the period of four days at the end of August. The most recent edition comprised events showing the full creative potential of Stanisław Moniuszko – from songs and cantatas to farce and opera. The Wałbrzych zone was one of the sponsors of the festival.

As it is the case each year, the Moniuszko Cultural Society and the festival's artistic director prepared a rich programme guaranteeing high artistic level of performance. Three events in particular attracted the guests' attention. The first one of them was the premiere performance of Aleksander Fredro's *The New Don Quixote, or a Hundred Lunacies*, with

music by Moniuszko. Directed by **Roberto Skolmowski**, the spectacle had been prepared in cooperation with the Vocal Faculty of the Karol Lipiński Academy of Music in Wrocław especially for the festival. The performance was based on a copy of a 19th-century manuscript commissioned by Moniuszko himself. It was the first time this document had been used as a basis for the performance.

One of the most important events of the festival was the concert version of Moniuszko's cantata *Specters*, performed by singers, including **Jarosław Bręka** and **Aleksandra Kubas-Kruk**, actors – **Mariusz Bonaszewski** and **Paweł Janyst**, and the Choir and Baroque Orchestra of the National Forum of Music in Wrocław, conducted by **Andrzej Koseniak**. Stanisław Moniuszko's music in combination with Adam Mickiewicz's text created a mysterious and forbidding atmo-

sphere in the Church of Divine Mercy in Kudowa-Zdrój. The spectacle was enthusiastically received – the conductor and artists were given a standing ovation.

The traditional Moniuszko Parade, attended by representatives of national and local authorities as well as artists, locals and tourists, also aroused considerable interest. The participants went to the Spa Theater, where flowers were laid to commemorate **Maria Fołtyn**, a long-standing artistic director of the festival. Some of the marchers wore the traditional attire of Polish noblemen, as it had become customary. The crowning event of the festival was the performance of Moniuszko's *Halka*, the most famous Polish opera. The open-air performance directed by **Laco Adamik** was held on a boulevard, so that it could be enjoyed by locals and tourists visiting the resort. ■

Photo by Kinga Adach



## Magdalena Lewicka

- \* interested in styling for 20 years, especially in optical "body forming"
- \* experienced in working on film sets, artistic coordination and styling of photo shoots, music videos and commercials
- \* founder and owner of an agency specializing in the production of photo shoots, video materials, organization of fashion events and image building
- \* styling and image building trainer



# We are people, not machines

**This is why bending the rules a little is permissible. However, in the world of business we should follow certain norms concerning the clothes we wear. This is the subject of our conversation with Magdalena Lewicka, a stylist and dress code specialist. What is appropriate and what isn't, what mistakes women make in styling and what "sins" men commit in the dress code?**

**WSSE INFO: Do you sometimes come to the office of a large company and wring your hands because you see badly dressed businesspeople?**

**MAGDALENA LEWICKA:** I never wring my hands. On the contrary, I roll up my sleeves and get down to work. Of course, provided I go there as an image consultant. Otherwise I mind my own business and say nothing.

**Don't you tell people that they should change something in their appearance?**

It isn't my place to tell adult people holding important positions what to do. I explain the accepted norms and rules concerning the dress code, I show good and bad examples. I don't want to give orders or force people to do anything – I rather give advice about making positive changes. I offer suggestions, ask to try on another jacket, adjust trouser legs with a pin or show shots from famous films. I would like people

to be aware of what they wear, to know their body types so that they could dress not only according to the dress code, but also in keeping with their looks, style and personality. I offer advice, tips, inspiration – I never tell what to do or not to do.

**Are Polish businesspeople aware of how important it is to choose the right clothes?**

I must objectively admit that entrepreneurs have recently made progress in how they dress.

**Some people say that fine feathers make fine birds, others – that you shouldn't judge a book by its cover. Which one is truer?**

Opinions are divided. I think that when we have established a close, personal relationship with a person, clothes become a side issue. But in professional situations, when contact is often very superficial, the first impression is often the only impres-

sion. And this information is used by the client or partner to form their opinion about the entire company or brand. For this reason “professional looks” are hugely important.

### **Should our choice of clothes depend on the position or company where we work?**

The so-called professional dress code covers outfits of varying degree of formality. Sometimes details such as the shoe color or suit fabric influence whether an outfit is more or less formal. The more official the situation and the position, the less freedom in choosing the colors or accessories we have.

### **Are there any unbreakable rules regarding clothes for particular occasions? What to choose for a business meeting in a restaurant, a large conference or the signing of an important contract at our partner’s office?**

If it was possible to give a universal answer in a few sentences, nobody would invite me to long training sessions (smile).

### **What should we absolutely avoid in the professional dress code?**

Breaking the main rules, because doing so will be interpreted as ignorance or inappropriate behavior rather than nonchalance or manifestation of individuality. Small, single departures from the rules – provided they are intentional – are perfectly fine in my opinion. We are people, not machines, so bending the rules a little in order to accentuate the figure or manifest our preferences, character or taste will be well received because it highlights the individual style. So a businesswoman in a less formal meeting wearing heels that are slightly too high or unruly hair (with emphasis on “or”, not “and”) will not be frowned upon, just like a watch with a metal bracelet under the cuff of a very formal suit is permissible provided it is not visible in a photo while shaking the PM’s hand.

### **Are women more prone to making mistakes in the dress code? With men it seems easier: a suit, a shirt, a tie. What about women?**

On the contrary, rules for women are more flexible and allow more freedom. A woman can appear in a suit, a trouser suit, a dress, or a blouse and skirt. The range of colors for women is broader, too.

### **What mistakes do women often make in their attire?**

Their most frequent mistake in business attire is the excessive accentuation of their femininity. Cuts fitting too tightly, too

heavy make-up or perfume, too much jewelry, coquettish curls or too high heels successfully divert attention away from professionalism. The devil is in the detail, even if he doesn’t wear Prada.

### **How about men – what are their “sins”?**

The biggest mistake made by men is sloppiness. Dirty shoes, jackets with puffed sleeves or pockets, poorly knotted ties – they will never help to build prestige. Another weak point of Polish men is the tradition of buying clothes that are too large or badly fitting. Some men are not able to understand that a suit is not a sports outfit and choose a size in which they feel comfortable – usually too large. Even if the color is good and the fabric is fine, the suit will look terrible if the trousers are too long or the jacket too loose.

### **How to reconcile the dress code with age, body type or kind of beauty?**

Thick volumes have been written about the rules of choosing cuts and colors to match the figure or kind of beauty – this is not a subject for a short interview. As far as age is considered, there are no rigid rules. Young people who would like to look more “respectable” should use more classical cuts and colors, while those more mature ones, who want to show that they are modern and keep up with the times, could select outfits hinting at trends that are currently in fashion or colors from outside the traditional business palette.

### **What is fashionable in business attire today?**

It is hard to talk about “latest trends” or “the hit of the season” in business fashion. It follows its own rules, and classic looks are always topical. Of course, trends from the catwalk do eventually influence the professional dress code. Slim-fit jackets and shirts have increased in popularity lately, jacket lapels are narrower and suit trousers more tight-fitting. A fashion-conscious man will choose a suit with slightly shorter legs and even sleeves. Several years ago some classic items of men’s clothing – suspenders, vests, pocket squares – came back in style. Colorful socks worn with a suit are no longer shocking. This fall trends inspired by the 1970s and 1980s are on top. After years of absence shops have started selling double-breasted jackets and darted trousers. Almost all companies offering women’s clothes sell glen plaid blazers (nicknamed the Prince of Wales check) or the timeless checked skirt.

**Thank you for the conversation. ■**



# Experts at vacuuming

**Many things about this company are record-breaking. The factory was built in just a few months. Production was launched immediately, and within less than a year over a million nozzles for home use and industrial applications came off the production line. Nozzles are what Wessel-Poliamid specializes in. Products made in Jaskowa Dolna are bought even in the USA.**

Since November 2016 the Wałbrzych Special Economic Zone "INVEST-PARK" has been home to the Wessel-Poliamid factory, member of the German group Wessel-Werk. The facility was built in record time. The cornerstone was laid on 30 June, and less than five months later production began. Built at a cost of PLN 25 million, the investment comprises a production floor, a warehouse, several production lines

and an office section. There is also a laboratory where new products are tested (especially their durability) as well as a tool-shop. The facility uses a system of recovering heat from the production process, which is a very environmentally-friendly solution.

"We are the first plant in the group where plastic elements are made in-house. We are able to complete all stages of nozzle production," emphasizes **Marcin Depczyk**, President of Wessel-Poliamid sp. z o.o. In total, firms belonging to the group annually produce ten million nozzles for domestic and industrial vacuum cleaners, while the facility in Jaskowa Dolna has already made over a million pieces since production started. Around 90% of nozzles are exported – to European countries as well as China, Canada and the USA. "We supply the global giants. Whenever you use vacu-



ums, you keep your flat clean thanks to nozzles made in our factory," Mr. Depczyk proudly explains.

It comes as no surprise that the largest corporations use products made in Jaszkowa Dolna. Although the plant has been functioning for just a year, it already boasts the Quality Management System ISO 9001:2015. "We draw on the experience of our employees, who have been trained in Poland and abroad. The production process is based on the newest technologies. Combined with high efficiency, it guarantees high quality and reliability," Mr. Depczyk says. Client satisfaction is top priority, so the company's product range includes 100 different models of nozzles, among them the best-selling RD 266. Under this mysterious label hides a model with top parameters and the strongest suction of all nozzles available on the market. By October 2017 the plant had produced exactly one million of these nozzles, and in 2018 this number will increase to over 2 million!

The company currently employs over 60 people. In the first quarter of 2018 the headcount is expected to exceed 100



people. The new employees will include assembly line workers, quality engineers and logistics specialists. An expansion of the facility is planned, too. At present the premises cover around four thousand square meters, and soon the plot will triple in size. ■





# BRZEG

worthy of investment



**JERZY WRĘBIAK**

*Mayor of Brzeg*

It is worth investing in Brzeg! Apart from its social and economic potential, the town enjoys a favorable geographical location and a well-developed road and railroad network. The planned opening of the Odra Waterway, which will be part of the E30 international waterway (the Danube, Bratislava – the Baltic, Szczecin) will provide an alternative method for moving cargo. I believe that the inclusion of our plot in the Wałbrzych Special Economic Zone will contribute to finding investors, and consequently ensure new jobs, technological and infrastructural progress, greater innovation and prosperity for the town.



**The historical seat of the Silesian Piast dynasty, a town of gardens and a little gem of Renaissance architecture – this is Brzeg in a nutshell.**

Situated on the Odra river in the western part of Opolskie Province, half-way between Opole and Wrocław, it constitutes a social, economic and cultural center of Brzeg County. It can be easily reached from anywhere in Europe due to the proximity of the airport in Wrocław (ca. 60 km away) as well as by a motorway, local roads or railroads. Brzeg is famous for its historical heritage – suffice it to mention the Silesian Piasts' Castle, the Renaissance Town Hall, the 600-year-old Gothic St Nicolas Church, the Baroque Holy Cross Church with frescoes considered to be Jan Kuben's opus magnum, or the Market Square with old tenement houses. The richness of the town's cultural heritage attracts tourists from Poland and other countries. Cultural and sports events, especially those with international renown – the Magic Tango Festival or the 10-km night run, also act as a magnet for visitors. The unique character of the town is co-created by parks and green areas, which cover an area of almost 100 ha. Alongside the well-developed sports infrastructure – a modern stadium, marina, indoor swimming pool, tennis courts and a sports hall – they provide the perfect setting for relaxation.

In early July 2017 a 54-ha plot in Brzeg was covered by the Wałbrzych Special Economic Zone. An excellent location, easy access by road and many attractions offered by Brzeg and the large cities nearby have attracted the interest of investors wishing to do business here. The local authorities are actively trying to meet the investors' needs by ensuring flexibility in parcelling out the plot and assistance throughout the investment process. ■



**CHECK OUT  
THE AVAILABLE  
LAND IN BRZEG**

# 2017

## - THE YEAR OF THE JUBILEE



### SMART MEANS POLAND – Hannover Messe

Around 200 Polish companies, government agencies, scientific units and representatives of regions presented their offer during the 70th edition of Hannover Messe – the largest trade show for industrial technology in Europe and one of the biggest in the world. This year Poland co-hosted this prestigious event. The Wałbrzych zone was also present in Hannover, where it presented its offer of land available to investors and the benefits for tenants.

### Special Economic Zones in the new model of vocational education

Representatives of companies managing special economic zones in Poland met in order to discuss the ways of supporting investors in their search for skilled workers and adapting education to the needs of employers. A declaration of support for the new educational policy principles was signed in Wałbrzych. The meeting was attended by Minister of National Education **Anna Zalewska** and **Grażyna Ciużyńska** of the Investment Policy Department, who represented the Ministry of Development.



### Business “mixed” again

250 entrepreneurs from all over Poland participated in the 3rd edition of INVEST-PARK Business Mixer, one of the largest B2B meetings in the country. Speed business presentations were given by 60 companies, including some

from the Czech Republic, representing over 20 industrial and service sectors. Over 7,000 business cards were exchanged during the event.



### Delegates of the China Council for the Promotion of International Trade in Wałbrzych

A 120-person delegation of the Hubei province paid a visit to the Wałbrzych Special Economic Zone. The aim was to tighten economic cooperation between the two countries. Talks also concerned the attractiveness of the region to investors and the potential Chinese investment projects in south-western Poland.

### A new office in Jawor

The construction of the Mercedes-Benz engine factory in Jawor has begun. In order to reach potential investors more easily, the Wałbrzych Special Economic Zone decided to open a branch office in Jawor, in close proximity of the Lower Silesian Economic Activity Zone. The opening ceremony was attended by **Elżbieta Witek**, head of PM **Beata Szydło's** political cabinet.





### A sports summer with ACTIVE WSEZ

In the year marking its 20th anniversary of existence, the Wałbrzych zone invited all employees of tenant companies, their families, inhabitants of Wałbrzych and the region to take part in the action ACTIVE WSEZ.

Every Saturday throughout the summer holiday, children and adults could play and exercise under the supervision of instructors. Apart from great fun, the participants could win attractive prizes. In total almost 350 people took part in 75 hours of exercises.



### The WSEZ as partner of the 27th Economic Forum in Krynica-Zdrój

The celebration of 20 years of existence of the Wałbrzych zone took place during the largest economic conference in Central and Eastern Europe. This year's edition of the Economic Forum was attended by almost four thousand guests representing the world of business, science, culture and the media. The panel held under the patronage of the WSEZ focused on the attractiveness of regions to investors. The zone also organised a festive banquet and a concert by **Halina Mlynkova** and her band (more information on pp. 30–31).



### Opening of a branch office in Opole

The newly-opened Opole branch office will offer comprehensive investor services, including assistance in dealing with the administration and providers of utilities, applying for permits, looking for partners and suppliers for the WSEZ tenants, and developing cooperation with schools and higher education institutions. Among the guests invited to the opening ceremony was **Jadwiga Emilewicz**, Undersecretary of State at the Ministry of Development (more information on pp. 38–39).



# Jubilee at the Forum

Almost four thousand guests, two hundred thematic debates and special events, and six plenary sessions – these are just some statistics describing the 27th Economic Forum held in Krynica-Zdrój at the beginning of September. The Forum was opened by the President of the Republic of Poland Andrzej Duda, and the Person of the Year Award was given to Prime Minister Beata Szydło. Mateusz Morawiecki, Deputy Prime Minister and Minister of Development and Finance, presented a new idea for the functioning of special economic zones. Among the partners of this year's edition of the event was the Wałbrzych Special Economic Zone "INVEST-PARK", which celebrated the jubilee of 20 years of existence.



The biggest economic conference in Central and Eastern Europe was an opportunity to exchange ideas by leaders of governments and parliaments, ministers, MPs, self-government members, presidents of the largest companies, experts, and representatives of the world of science, culture and the media from over 60 countries.

The discussion panel held under the patronage of the WSEZ focused on the attractiveness of regions to investors. Among the discussants were **Wiesław Janczyk**, Secretary of State at the Ministry of Finance, **Paweł Fedorow**, a representative of Kaliningrad Regional Parliament, and **Maciej Badora**, President of the WSEZ.

“The preferential conditions of investing have not been the main reason for the dynamic growth of the zone in the last 20 years. Other factors include the favorable location of plots and the industrial traditions of south-western Poland. The attractiveness of the region is best confirmed by the fact that plants functioning in the zone positively stand out against their European and global counterparts,” Mr. Badora said during the panel.

Throughout 20 years of existence the Wałbrzych zone has increased its size fifteen-fold and attracted over 330 investment projects. Among the zone’s tenants are

Volkswagen, Mercedes-Benz, Toyota, IBM, 3M and Mondelez. The Economic Forum in Krynica was an opportunity to celebrate the zone’s jubilee. The stately building of the Old Spa House became the venue for the promotional night and **Halina Mlynkova’s** concert, which was broadcasted live to all participants in the Forum. The banquet was attended by representatives of the Council of Ministers, the Polish parliament, government agencies, state-owned companies, local governments, economic zones and other institutions associated with business. The list of guests included **Anna Zalewska**, Minister of National Education; **Jerzy Kwieciński**, Secretary of State at the Ministry of Development; **Jadwiga Emilewicz**, Undersecretary of State at the Ministry of Development; **Kornel Morawiecki**, MP and Marshal of the Senate; and **Tomasz Pisula**, President of the Polish Investment and Trade Agency. ■



# ANNIVERSARY

WSSE "INVEST-PARK"



**3,800**  
ha of land



**58**  
subzones



**200**  
companies



**51,000**  
jobs



**€6 billion**  
of capital expenditure





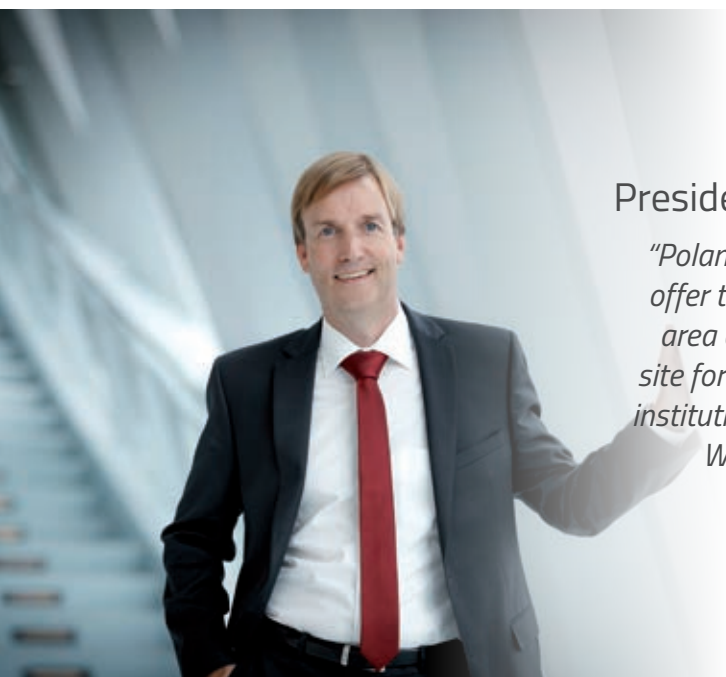
Jens Ocksen,  
President of Volkswagen Poznań

*"I would like to wish all the best and congratulate the Wałbrzych Special Economic Zone on its 20 years of functioning. I think that you can be proud and satisfied to see that your tenants are developing together with you. I wish you further success and new investors, and with them – big investments."*



Eiji Takeichi,  
President of Toyota Motor Manufacturing Poland

*"Toyota decided to invest in the WSEZ 'INVEST-PARK' for several reasons, including the convenient location in the center of Europe, the proximity of academic centers, and long industrial traditions in Wałbrzych and Jelcz-Laskowice. Another important factor was the positive attitude of both central and local authorities, who offered Toyota well-prepared land with utility connections as well as a package of incentives connected with functioning within the Wałbrzych Special Economic Zone. Cooperation with the WSEZ 'INVEST-PARK' has been smooth during all the years of the plant's functioning. We appreciate the zone's involvement in obtaining permits for the subsequent projects and the ability to quickly respond to our needs."*



Andreas Schenkel,  
President of Mercedes-Benz Manufacturing Poland

*"Poland is a country with potential, and Lower Silesia has much to offer to foreign entrepreneurs. We see it in our everyday work. The area of the Wałbrzych zone in Jawor turned out to be the optimal site for our investment. Thanks to the involvement of many people, institutions and the authorities, including the representatives of the WSEZ, the project preparation stage proceeded professionally and in a friendly atmosphere."*

# I wanted to be a hero

**He comes from Wałbrzych – this is where he spent his childhood, running in forests or hanging around in playgrounds. This is where he began his journey to conquer the world of volleyball. He has won almost everything: the championship of the world and of Europe, the first place in the World League. His collection of trophies lacks just an Olympic medal. “This is why I don’t feel completely fulfilled,” says Krzysztof Ignaczak, an icon of Polish volleyball.**

**WSSE INFO: What were your dreams when you were ten years old?**

Like any boy at that age, I wanted to be a soldier or a fire-fighter. I dreamed of saving the world and helping people. I wanted to be a hero (laughter). It changed when my father took me to the hall – he became my role model and the first idol.

**You come from a sports family. Your father was a volleyball player and your uncle played basketball. Your mother trained handball. Were you destined to become a sportsman?**

Beyond doubt. Growing up in a family like mine, I simply had to do sport. My uncle wanted me to become a basketball player, so he was disappointed when I chose volleyball. Physical culture has always had an important place in my family home. We talked about sport, trained and watched it on TV. I remember going with my mom to PE lessons in the school where she taught, and with my dad to training. It was my father who eventually signed me up for the volleyball club, and this is how it all started.

**You began training in Chełmiec Wałbrzych, a club which no longer exists. What aims did you set yourself?**

I just wanted to play volleyball the best I could. To learn, develop and be as good as possible. One day Bogusław Mienculewicz, who played for Chełmiec at the time, came

to me, a young boy, after a training session and gave me his national team shirt. I still remember what he said: “Perhaps one day you will deserve it.” I had never been so happy. I wore that t-shirt all the time – I ate my meals in it, wore it to school, even slept in it. I thought that I must deserve it one day.

**And you did. You represented Poland in over 300 matches. Could you imagine 20 years ago that you would become a pillar of the national team?**

No, I rather thought in the short term. I wanted to be chosen for the junior national team, to play well in the next match and slowly climb in this hierarchy.

**Your career sped up after Ruben Acosta introduced the position of the libero in 1998.**

Definitely. I always repeat that if it hadn’t been for this decision, I would have probably ended up as an ordinary league player. I never had the best body type for volleyball, and especially in the late 1990s, when taller players were favored. When the position of the libero appeared, it seemed perfect for me. I found my place and my career accelerated.

**The legendary Polish coach Hubert Wagner once said that you were not fit for volleyball. Were you hurt by this opinion?**

Very much, but he may have spoken the words with deliberation. I never asked him about it. Perhaps he wanted to

**Krzysztof Ignaczak,**  
a gold medalist of the World  
and European Volleyball  
Championships  
b. 1978 in Wałbrzych, height  
188 cm, position – libero



**Club career:**

**1997–1998** – Chełmiec Wałbrzych  
**1998–2000** – Kazimierz Płomień Sosnowiec  
**2000–2003** – AZS Galaxia Częstochowa  
**2003–2007** – Skra Bełchatów  
**2007–2016** – Asseco Resovia Rzeszów  
**2017** – IBB Polonia London

**National team:**

World Championship – **gold medal 2014**  
European Championship – **gold medal 2009,**  
**bronze medal 2011**  
World Cup – **silver medal 2011**  
World League – **gold medal 2012,**  
**silver medal 2011**

bring me down so that I would keep my temper in check. I've always spoken up my mind, I played the smart guy, I knew best what I was doing on the court. I had a vision of the game. After Hubert Wagner's words I started to think about what I was doing wrong and what I should improve to become a better player. It doesn't matter why he said what he said. All that matters is that his words changed me.

**Has your success resulted from talent or hard work?**

Was I talented? I don't know. Some would agree, some would say otherwise. I never considered myself to be an exceptionally talented player. I liked to train and I pulled my weight. I will always keep saying that talent is not enough. You can't be successful without putting in the hours.

**You have won the championship of the world and of Europe. You have been the winner of the World League, but you don't have an Olympic medal. Do you consider yourself to be a fulfilled volleyball player?**

Certainly not. For many sportspeople medals of world or Europe championship would make their dreams come true. My collection lacks an Olympic medal, and unfortunately I will never win it. I tried, but to no avail. I do feel unsatisfied.

**You are the most accomplished sports person from Wałbrzych. Do you feel any pressure because of it?**

Absolutely not. I am happy to have achieved so much, to be a recognizable sportsman, but fame has never gone to my head. I come from Wałbrzych, this is where my roots are, I have never been ashamed of my hometown – on the contrary, I've been proud of it. I have fond memories of playing in forests, hanging around with friends or going to training with them for the first time.

**Do you consider yourself a star, a role model for young people?**

I give them back what I was once given. I know how important it is to have your photo taken with fans, giving them a high five or signing autographs. Contrary to appearances, young people's life today is harder than in the

past. They are tempted by technology – computers, video games, the world of the social media. We didn't have it. We would drive two sticks into the ground, stretch a piece of rope between them and play our championships. Today young people have courts, modern facilities, all the infrastructure. The pressure to practice and be successful is huge.

**After you announced the end of your professional career in 2016, in the spring of 2017 you decided to play for a short time for the British team IBB Polonia London. Why?**

I made this decision on the spur of the moment. A friend called me and asked if I wanted to try. I agreed because I had never played abroad. Now I can write in my résumé that I have played in a club from London (laughter). But seriously, it was business combined with pleasure. Like a holiday and promotion of volleyball in a country where the discipline is not too popular.

**After the end of your career you are apparently having problems managing your time. Have you already learnt how to do it?**

I'm still learning (laughter). When I was a professional player other people prepared my daily schedule. I knew when to eat, when to practice, when the match was. Today I'm responsible for all my time. It isn't easy.

**You once said in an interview that apart from volleyball you are passionate about diving. Do you have time for it now?**

No, I don't (laughter). I go diving on holidays, but during the year I don't have much time to just enjoy myself. I'm constantly involved in new projects, especially those concerning the kids because their development and instilling a passion for volleyball in them are very important to me.

**Do you have specific plans for the future?**

The most recent idea is the organization of a volleyball club world championship. I'm strongly involved in it at the moment.

**Thank you for the conversation. ■**

# Deputy Prime Minister in Lower Silesia

Minister of Development and Finance Mateusz Morawiecki took part in the inauguration of the new academic year at the University of Wrocław. He also visited two Lower Silesian companies.

During the ceremony of inaugurating the new academic year at the University of Wrocław, Deputy PM **Mateusz Morawiecki** remembered the time when he was a history student at this university. He also talked about social and economic challenges facing Poland and the special role of young people in overcoming them. One of the greatest deficits of today's world is the deficit of leaders. "I have one request to you – wherever you end up, don't just be craftsmen. Try to be leaders," he said.

The minister's visit to Lower Silesia included meetings with entrepreneurs. He visited Chomar, a firm based in Pietrzykowice, which is one of the biggest freight companies in the region. He emphasized that over 200 thousand people work in the transport sector in Poland, which he called "the blood system of Poland and Europe". During a meeting with representatives of transport associations, Mr. Morawiecki commented on the Posting of Workers Directive: "The solutions for the logistics sector proposed in Brussels are bad for



industrial competitiveness in the whole Europe, and especially in Central and Eastern European countries".

Mr. Morawiecki also met with representatives of ScanWay, a company specializing in vision and laser systems and their applications in space technologies. Established last year, ScanWay is a start-up working on the first Polish satellite able to take high-definition photographs from space. ■



# New branch office

**Another branch office of the Wałbrzych Special Economic Zone “INVEST-PARK” opened in Opole. It will be responsible for providing services to entrepreneurs operating in the zone and attracting new investors to Opolskie Province. The new office is located at 1a Spychalskiego St, about 4 km from the plot owned by the zone.**

The Opole branch office will offer comprehensive investor services, including assistance in dealing with the administration and providers of utilities, applying for permits, looking for partners and suppliers for tenants, and developing cooperation with schools and higher education institutions. The office will also contribute to a more sustainable development of the region.

“The WSEZ is among the most dynamically growing zones in Poland. Its quick growth has influenced the decision to set up the new branch office,” **Jadwiga Emilewicz**, Undersecretary of State at the Ministry of Development, said during the opening ceremony. “The functioning of the zone in Opolskie Province will contribute to the sustainable development of the entire region. It is one of the aims specified in our Strategy for Responsible Development. Special economic zones will influence not just the biggest cities, but also places that did not benefit so much under the previous EU financial framework,” said **Krzysztof Drynda**, Deputy President of the WSEZ.

Currently over 800 ha of land in Opolskie Province is covered by the Wałbrzych zone, including 300 ha that is already used by investors. Thirty-four tenants employing 4,700 people



# in Opole



have already incurred capital expenditure of PLN 3 billion. Among the biggest investors are Mondelez, ifm ecolink, Pasta Food Company, Polaris, Global Steering Systems, Henniges Automotive, Skamol and Hongbo Clean Energy. Another six projects in the Opole Subzone are underway.

“The government pays much attention to the development of Opolskie Province, as evidenced by the expansion of the zone’s territory in the province. However, some areas require special effort in order to strengthen the factors contributing to an increase in investment. These were the basic reason why we have decided to open the office,” explained **Maciej Badora**, President of the WSEZ.



Since July 2016 seven new subzones in three provinces have been added to the WSEZ. In Opolskie Province alone, the size of the zone’s territory has increased by 20% (ca. 150 ha). The subzones in Opole, Prudnik, Otmuchów, Skarbimierz and

Kluczbork became larger, and a new subzone in Brzeg was created. The opening of the branch office will ensure a high quality of investor services provided by the WSEZ. ■



## FROM WROCŁAW TO THE CONQUEST OF SPACE



It is no abstraction. The young engineers of the company Scanway are planning to achieve something that will make the whole country proud. They have already made the first step on the way to develop Polish asteroid mining. By 2040 they would like to acquire 1 kg of asteroid and bring it back to Earth. This is not the only ambitious idea of the scientists – before that, they are planning to construct an observation satellite. The first one in the history of Poland!





The idea for the business was created by **Jędrzej Kowalewski**, **Michał Zięba** and **Dorota Budzyń**, graduates of the University of Technology in Wrocław who all come from Świdnica and went to the same secondary school. At university they met **Maksymilian Sidorowicz**, who joined the team. The four of them cooperated on several R&D projects connected with automatic quality evaluation and control for Fraunhofer IWS Institute in Dresden, Germany. They have also worked on the design of an experiment on the board of a stratospheric balloon and a method for the visual evaluation of the functioning of devices. Finally the scientists decided to take their shared interest in space exploration a step further.

They concluded that in order to spread their wings and do projects for large scientific institutes as well as independent R&D ventures, they needed start-up capital. Thanks to EU funds acquired under the Innovative Economy Operational Program in December 2015 it was possible to establish Scanway and, soon afterwards, start to conquer the market.

"From the very beginning we have aimed to develop innovative measurement techniques based on laser and vision systems that could be used in manufacturing, science and cosmic industries," says Jędrzej Kowalewski, President of Scanway sp. z o.o., a company based in Wrocław Technology Park. When they were still students, the future team of Scanway was involved in the FREDE project, carried out by the European Space Agency; they also gained experience in industry and manufacturing. Right after the inauguration of their business

activity, Scanway became involved in the DREAM project – a mission intended to evaluate the viability of drilling in space, i.e. in a state of weightlessness and vacuum, which was also carried out by the ESA. The main scientific instrument – the measurement chamber – was made in Scanway's laboratories. In March the device constructed by the young engineers was carried into space by the Rexus rocket. "The results of the drills made in space were supposed to provide an answer to the question about the viability of acquiring raw materials from asteroids in the future. We could say that we made the first step on the way to develop Polish mining in space," Mr. Kowalewski informs with satisfaction. This initiative is being continued under the Delta-V programme. The ultimate aim is to acquire 1 kg of material from an asteroid by 2040.

"Basing on this success as well as our experience in space projects and knowledge of measurement technologies, we have put forward the ScanSAT project, which involves the construction of an observation satellite – the first satellite in Poland's history." If all goes to plan, the project will finally make it possible to independently obtain satellite images to be used by Polish state-owned and private entities. The scanning platform could be developed in the future to constitute the basis for a bigger satellite. "However, it is important to first test the technology on a small scale in order to show how many functions can be performed by a satellite the size of a shoebox," Mr. Kowalewski explains.

The construction and development of the satellite and the involvement in the Delta-V project may bring more tangible benefits. Scanway would like to create an entire training programme for engineers who want to work in the space industry, which will be based on students' participation in sub-orbital and stratospheric missions. These specialists could later be involved in space projects, such as ScanSAT, or work in a laboratory of cosmic technologies that could be established in Lower Silesia. ■

Photo courtesy of Scanway/Jędrzej Kowalewski



# Cooperation for future benefits

The company NSK Steering Systems Europe (Polska) has established cooperation with the Angelus Silesius State School of Higher Vocational Education. It is bound to bring many positive results, including the future development of a dual education system.



In the spring of 2017, NSK and the vocational school concluded that close mutual cooperation will improve the practical education of the students, which will prove beneficial mostly for the young people, but also for the company and the city of Wałbrzych.

So far NSK Steering Systems Europe (Polska) has not been very active in public relations. The facility was barely noticeable even in the local market, and the local community did not know much about it. Although NSK boasts a long history and is one of the global leaders in the production of bearings and steering systems, all that the inhabitants of Wałbrzych knew was its location. "The difficulty in finding new employees as well as an attempt to decrease personnel turnover were the main reasons for the company's greater involvement with the local community. The new policy is intended to make our facility more attractive to the current employees and future candidates," explains **Hiroki Nukui**, Administration Manager at NSK Steering Systems Europe (Polska) sp. z o.o.

"The main aim of the agreement is to come up with an offer of the so-called dual studies. Depending on the recruitment needs of NSK, selected students will acquire knowledge both in the school and in the company's facility. The internship will provide them with practical skills," says **Edward Szewczak**, the press spokesman for the Angelus Silesius State School of Higher Vocational Education. Mr. Nukui adds that dual

studies is a good and necessary solution that successfully functions in Germany, among other places. "We are going to continue talks with higher education institutions in order to establish the scope of cooperation under the current legal framework, taking into account the needs, resources and possibilities of the involved entities," Mr. Nukui says.

Establishing a dual education system in Wałbrzych is not the only dimension of the company's cooperation with academia. Some of the most experienced employees of NSK Steering System are already involved in education by giving lectures at postgraduate studies. At the Angelus Silesius vocational school they teach Lean Management, Advanced Quality Control and other practical subjects that are useful especially in the automotive industry, which is so strongly represented at the Wałbrzych Special Economic Zone.

The cooperation programme covers internships at NSK's factory in Wałbrzych as well as lectures and workshops on the development of professional skills, particularly in





keeping with the Japanese management system and logistics management.

Representatives of NSK Steering Systems and the Angelus Silesius State School of Higher Vocational Education jointly took part in the largest educational fair in Poland – Perspectives 2017, held in Wrocław and Łódź. They also participated

in POLLOGUS, the 8th national conference of young logistics employees, which was held in Wałbrzych in mid-November under the motto “Innovation in logistics – dilemmas and contemporary challenges.”

Photo courtesy of NSK/Angelus Silesius State School of Higher Vocational Education





# Szczawno

## equals **health and activeness!**

The resort used to be visited by aristocrats and artists, who came here to recuperate a little and appreciate the quality of the local mineral waters. Szczawno-Zdrój, a town almost on the outskirts of Wałbrzych, has enchanted guests for hundreds of years. It is a place for rest while enjoying the beauty of the health resort.

The town has functioned for centuries as a health resort for both young and elderly patients. It has also attracted and intrigued tourists looking for a green oasis and a magical aura. The possibility to relax amongst greenery is undoubtedly one of the greatest assets of Szczawno-Zdrój. The Swedish Park and the Spa Park are among the largest in Lower Silesia, and their beauty acts as a magnet for visitors all year round.





Another reason for visiting the resort is its rich cultural life. The Henryk Wieniawski International Violin Competition or Krystyna Janda's festival are the focus of attention not only in the region, but all over Poland. The town boasts unique architecture, especially the Walking Hall. Modeled on the colonnade in Wiesbaden, it was built in 1831 and originally consisted of 37 Doric columns and two portals. Along one of its walls was a bazaar with 23 shops selling glassware, porcelain, leather products and offering services such as shoemaking or tailoring.

Unfortunately, in 1893 the object burnt down. In 1896 it was replaced by a new hall that is still used by tourists and inhabitants. Behind one of its walls is the White Hall, which contains a sgraffito by Hans Rumsch, a painter and decorator from Wrocław.

The Józef Górski Spa House is particularly impressive. The construction of the Grand Hotel in Szczawno in 1910, which later served as the model for the one in Sopot, was influenced by duchess Maria Teresa Oliwia Hichberg von Pless, known as Daisy. Throughout its history the hotel with 130 rooms, a concert hall a card room as well as shops, a café and a smoking room hosted many famous people,

including King August, Emperor Wilhelm II, Winston Churchill, Cardinal Adam Sapieha, Zygmunt Krasiński, Ludwik Zamenhof, Jarosław Iwaszkiewicz, Jan Brzechwa. The hotel was often visited by Henryk Wieniawski, who came here to recuperate and give concerts. Today, known as the Spa House and named after doctor Józef Górski, the magnificent complex is used as a sanitarium and does not cease to amaze.

If we mention Henryk Wieniawski, we must also remember about the Spa Theater named after him. Put into use in 1892, it contains a richly ornamented neo-Rococo theater hall behind a classicist elevation. Upstairs there are three jutting private boxes. A large chandelier hangs from the ceiling ornamented with a rosette. For many years, with a break for a long renovation, the Spa Theater was the venue for plays as well as concerts by Polish and foreign orchestras. Today, just as it was the case in the 19th century and the following decades, the theatre is used as a meeting point by many famous personages. The patronage of Henryk Wieniawski, a composer and violin virtuoso, has its consequences. For over 30 years the Spa Theater has hosted international festivals, Wratislavia Cantans concerts as well as performances by the Sudeten Philharmonic.

Recently it has become possible to pay a virtual visit to Szczawno-Zdrój and explore its most interesting spots using the WOW Poland app. ■

Photo courtesy of the City Council of Szczawno-Zdrój





# The Sudeten Philharmonic: music to delight

**Once known as the Wałbrzych Philharmonic and today as the Sudeten Philharmonic, the orchestra is recognized and appreciated in Poland and abroad. As a result, it often cooperates with world-renowned artists. Squeezed into a modest tenement building in the center of Wałbrzych, it has enchanted listeners for almost 40 years.**

The municipal authorities and representatives of Wałbrzych's music milieu decided in the late 1970s that it was high time to establish an orchestra. In this way the Wałbrzych Philharmonic

came into existence to promote the mining city. Although it was preceded by the Wałbrzych Symphonic Orchestra, the establishment of the new ensemble brought about huge changes. Many musicians enthusiastically embraced them and moved to the philharmonic. The person responsible for the creation of the institution and convincing many outstanding musicians to perform in it was the first director Józef Wiłkomirski. The orchestra began rehearsals on 1 September, 1978, and the first concert was held barely one month later in Hradec Kralove, in the Czech Republic. Wałbrzych had to wait for the inauguration a few weeks more, until 25 November.





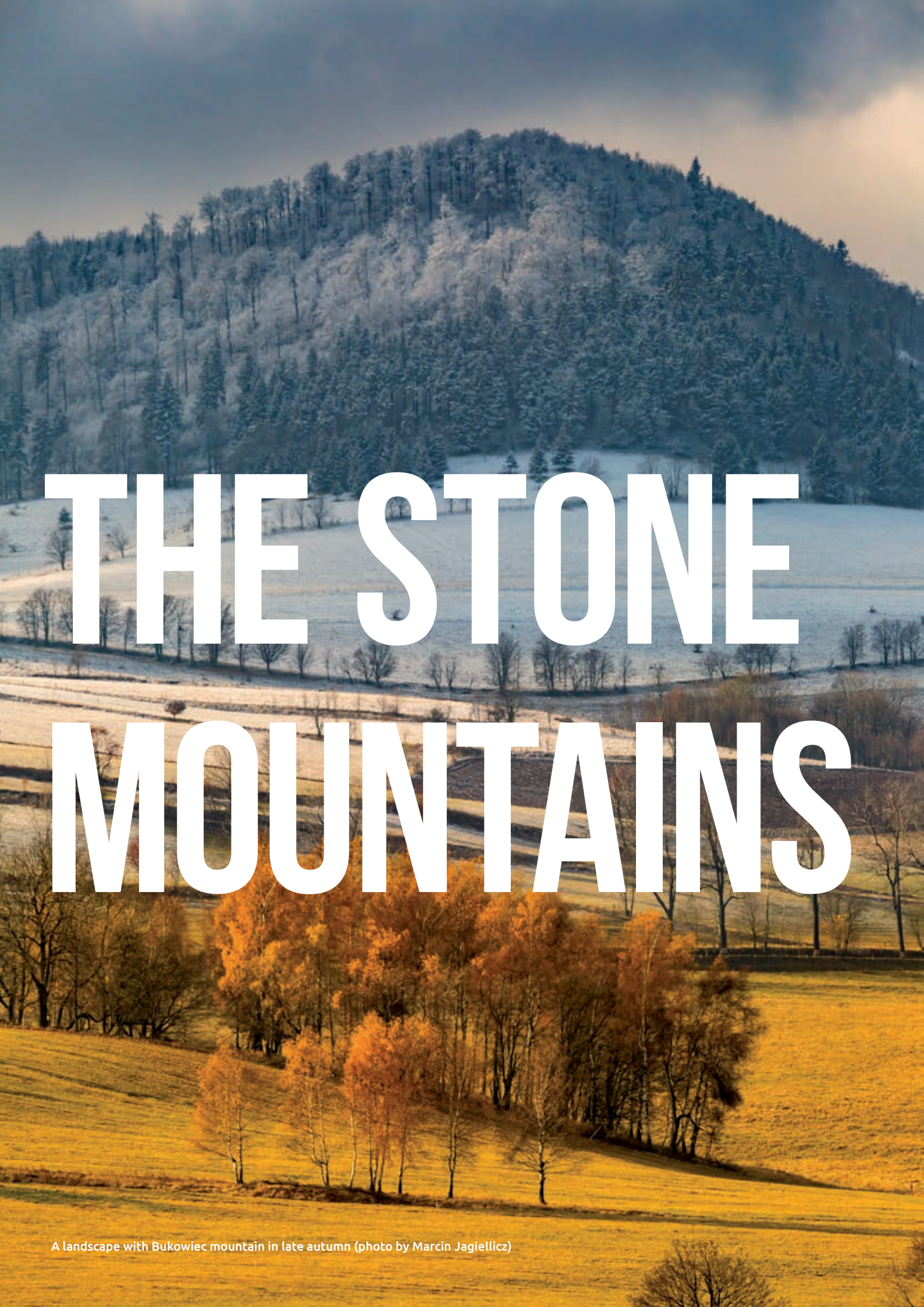
For forty years the Sudeten Philharmonic has enchanted the audience by stirring their imagination and increasing sensitivity to a varied repertoire, from early music to the most famous classical and Romantic compositions to contemporary pieces. The orchestra has recorded over a dozen albums sold in Poland and Germany. It boasts several first performances of compositions by contemporary Polish and foreign composers. There is also place for musical education of children and teenagers. The Sudeten Philharmonic musicians regularly visit schools and kindergartens in Wałbrzych and small towns or villages in Lower Silesia. In this way the youngest listeners are exposed to the sound of different instruments, learn about other nations' history and culture, and discover the oeuvre of composers from all over the world in a playful way.

The orchestra has cooperated with many highly recognized artists, among them Wanda Wiłkomirska, Piotr Paleczny, Valery Oistrakh, Leszek Możdżer, Katarzyna Duda, Adam Makowicz, Atsuko Seta, Paul Gulda, Akiko Nakajima, Tomasz Strahl, Jerzy Maksymiuk, Wojciech Michniewski, Wojciech Czepiel, Tadeusz Strugała, Erzhan Kulibayev, Jozsef Lendvay, Agata Szymczewska or Marcin Zdunik. Its stage has attracted



conductors and soloists from all over Europe and other places, such as Argentina, Brazil, Chile, China, Japan, Korea, Lebanon, Mexico or New Zealand. The high artistic level of the musicians has made it possible to perform many monumental opuses, such as Orff's *Carmina Burana*, Verdi's *Requiem*, Bach's *St John Passion*, the stage version of Moniuszko's *The Haunted Manor* or the full stage adaptation of Mozart's *Magic Flute*, Verdi's *Traviata*, Puccini's *Tosca* and Strauss' operettas *Die Fledermaus* and *The Gypsy Baron*. These were the first full-ensemble spectacles in Wałbrzych. ■

Photo courtesy of the Sudeten Philharmonic in Wałbrzych



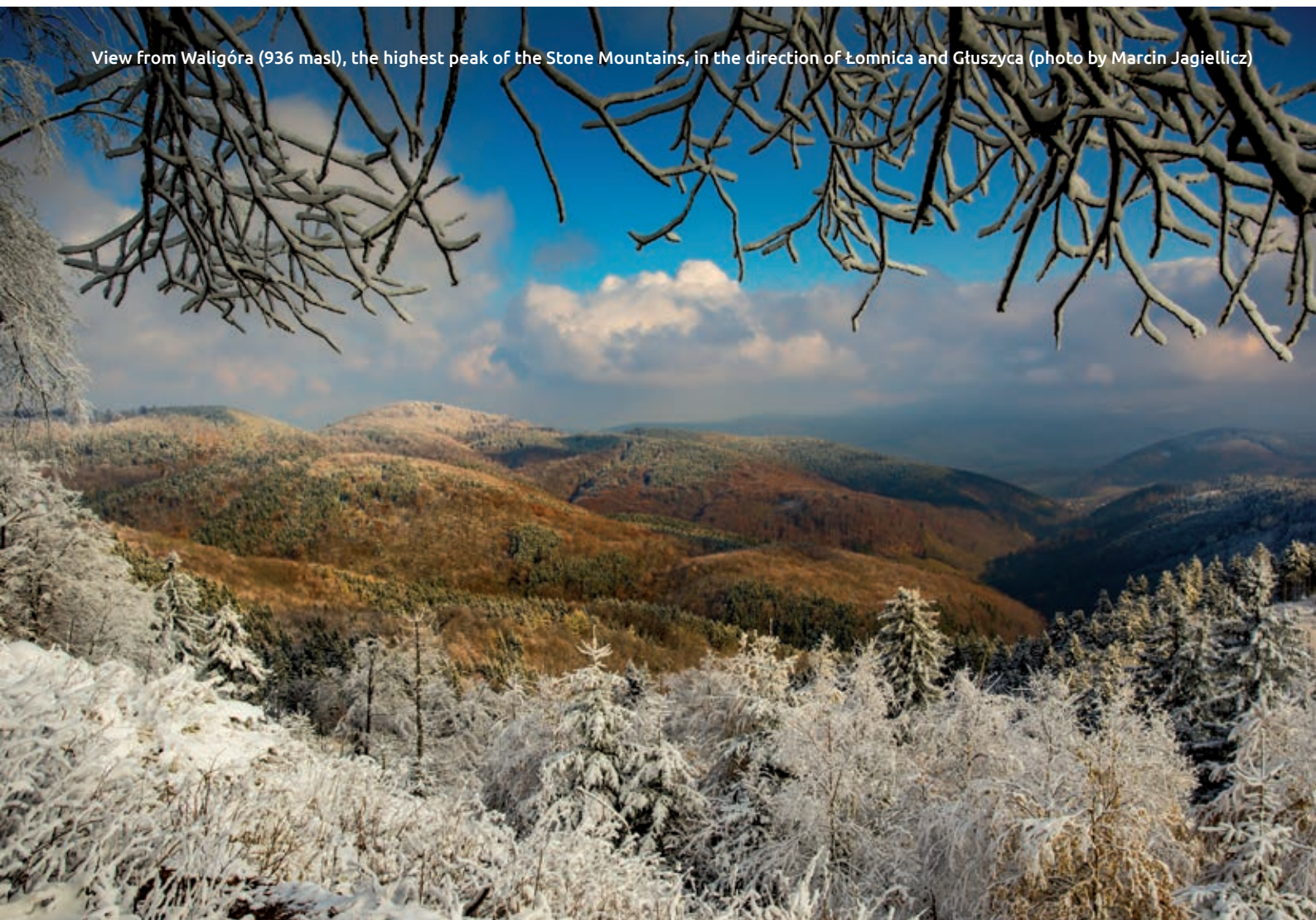
# THE STONE MOUNTAINS

A landscape with Bukowiec mountain in late autumn (photo by Marcin Jagielicz)





View from the Czech peak of Ruprechtický Spicak (880 masl) of the Owl Mountains range (photo by Marcin Jagielicz)



View from Waligóra (936 masl), the highest peak of the Stone Mountains, in the direction of Łomnica and Głuszyca (photo by Marcin Jagielicz)



View of the Wałbrzych Subzone (photo by Tomasz Góra)