

INVITATION

Polish Investment and Trade Agency Seoul Office with their honorary partners cordially invites to **POLAND-KOREA BUSINESS FORUM 2024** which will be held on **25th April 2024** at the Orchid Room of The Westin Josun Hotel.

In recent years, Poland has become known for its strong economy and promising opportunities. With over 38 million population and a strategic location in the heart of Europe, it serves as a bridge to both its domestic market and the vast European Union market of over 500 million consumers, as well as the other countries of Eastern Europe. Due to factors such as an affordable skilled workforce, the increasing number of foreign direct investments (FDI), and a stable banking sector Poland has achieved stable economic growth, which allowed Poland to be the only EU country that resisted the 2009 recession and to quickly mitigate the impact of the COVID-19 pandemic on its GDP growth. Despite geopolitical tensions, Poland remains a safe and stable investment environment and is a member of key strategic alliances, such as NATO. The country's economic stability and predictability, investment potential, strategic location in the heart of Europe, human capital, and investment incentives create a favorable environment that thousands of investors already have taken advantage of. During the Poland-Korea Business Forum 2024, you will have a chance to learn about Poland's investment climate and public aid, infrastructure development, energy optimization strategies, governmental procurement opportunities, as well as insights into employment and taxation for foreign entities. Moreover, explore Poland's thriving R&D sector, which contributes to the fact that Poland is becoming an innovation and technology hub. Do not miss this opportunity and register today!

DATE: 25th April 2024 (Thursday)

VENUE: Orchid Room, The Westin Josun Hotel, 106 Sogong-ro, Jung-gu, Seoul
(<https://www.marriott.com/...>)

Organizer::



Honorary Patrons:



AGENDA



08:30 – 09:00

Registration

09:00 – 09:05

Master of the ceremony – Ms. Anna Łagodzińska, Head of the Polish Investment and Trade Agency Seoul Office (ENG)

09:05 – 09:10

Congratulatory remarks by Mr. Andrzej Dycha, President, Polish Investment and Trade Agency (ENG)

09:10 – 09:15

Congratulatory remarks by H.E. Piotr Ostaszewski, Ph.D., Ambassador, Embassy of the Republic of Poland to the Republic of Korea (ENG)

09:15 – 09:20

Congratulatory remarks by Mr. Jacek Tomczak, Secretary of State, Ministry of Economic Development and Technology (ENG)

09:20 – 09:25

Congratulatory remarks by Mr. Tae Hyung Kim, Commissioner of Invest Korea, Korea Trade-Investment Promotion Agency (KOTRA) (ENG)

09:25 – 09:35

Photo Time

Session no 1 – “ Poland Innovation & Technology Hub ”

09:35 – 09:55

Exploring Investment Potential in Poland's Manufacturing and R&D Landscape - Mrs. Monika Grzelak, Deputy Director, Centre for Strategic Investments | Polish Investment and Trade Agency (ENG)

09:55 – 10:10

KOTRA's outbound investment support program and success cases – Mr. Michael DC Choi, CAIA, Head of M&A | Invest KOREA, KOTRA (ENG)

10:10 – 10:25

Technology transfers and commercialization of IP in Poland - Ms. Monika Górska, Attorney-at-law, Partner | Wardyński & Partners (ENG)

10:25 – 10:40

TBC

10:40 – 11:00

Boosting Innovation: Unlocking R&D & Innovation support in Poland – Mr. Michał Gwizda, Managing Partner | CRIDO (ENG)

11:00 – 11:10

Coffee Break

Agenda

Session no 2 – “Zoom on Poland”

11:10 – 11:25	Infrastructure and energy – ways to reduce electricity prices – Ms. Łucja Sromecka, Associate Director Colliers Poland (ENG)
11:25 – 11:40	Government contracts – the best strategies to be successful in Poland - Mrs. Katarzyna Kuźma, Partner DZP (ENG)
11:40 – 11:55	Immigration & Global Mobility: legal, tax and social security aspects of the legality of Korean citizens’ work and stay in Poland - Mr. Adam Smuga, Attorney at law & Managing Partner and Mrs. Sujin Lee, Board Member TIAS (ENG/KOR)
11:55 – 12:10	ARP - investor’s industrial partner - Mr. Zbigniew Bednarski, Director, Office of Strategic Investments Industrial Development Agency (ENG)
12:10 – 12:25	Polish-Korean cooperation to reconstruct Ukraine - Mr. Mu-Hyuck "Badger" Lee, General Manager, Head of RE:Building Ukraine Team Korea Overseas Infrastructure & Urban Development Corporation (KIND) (ENG)
12:25 – 12:30	Closing Remarks
12:30 – 13:30	Lunch Break
13:30 – 15:30	B2B Meetings



Poland-Korea
Business Forum 2024



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The Polish Investment and Trade Agency (PAIH) is an advisory institution that operates as part of the Polish Development Fund Group (PFR). Serving as the primary point of contact for exporters and investors, we facilitate the inflow of foreign direct investments (FDI) into Poland and support the implementation of Polish investments abroad.

PAIH collaborates with the public sector and regional partners, offering a range of services including location consulting, tailor-made macroeconomic, HR, legal, and sectoral data packs, as well as information on investment incentives. We operate both within Poland and through a network of offices worldwide, including in key locations such as South Korea. Our efforts are dedicated to strengthening the recognition of Polish brands on international markets, promoting domestic products, services, and technological solutions originating from Poland. Additionally, we assist entrepreneurs in selecting the optimal path for expansion abroad.



KOTRA was established in 1962 as the national trade promotion organization of Korea, focusing on creating new export markets and encouraging trade and cross-border investment. KOTRA has an extensive global network of 129 overseas offices in 84 countries. Invest KOREA, Korea's national investment promotion agency, was established within KOTRA to attract foreign businesses into Korea. Invest KOREA also supports Korean corporates' outbound investments including greenfield, buyouts and asset acquisition through the Outbound Investment & M&A Team. It provides services to Korean corporates including country/industry information, site/target screening, negotiation with the local government/target, due diligence support, and execution of their overseas investments.



Wardyński & Partners has been a vital part of the legal community in Poland since 1988. We focus on our clients' business needs, helping them find effective and practical solutions for their most difficult legal problems. There are currently over 150 lawyers in the firm. We have offices in Warsaw, Poznań, Kraków and Wrocław. We have been working with various Korean investors in Poland,

particularly in the M&A, infrastructure, transport and energy sectors. We cooperate with the Embassy of Korea in Poland and KOTRA. Our Korean clients like to work with us, because we respond quickly and we are aware of cultural differences, as well as differences in the business and legal environments.



Operating since 2005, CRIDO is a leading Polish consulting firm. Its team of more than 430 people strategically supports Polish and international entrepreneurs in running and developing their

businesses. CRIDO has been providing legal, tax, business, digital, and transaction (M&A) consulting for 19 years. The company also supports clients in the process of identifying, creating, and implementing innovations in the company as well as obtaining financing from both public and other available sources. To date, the CRIDO team has obtained more than PLN 10 billion in grants and tax incentives for clients, including nearly PLN 2.5 billion for R&D projects.



Accelerating success.

Colliers (NASDAQ, TSX: CIGI) is a leading real estate services and investment management firm. Operating in 62 countries, more than 17,000 professionals work together to maximize real estate value for occupiers, landlords and investors. Colliers has been operating in Poland since 1997 and has offices in Warsaw, Kraków, Wrocław, Poznań, Gdańsk, Katowice and Łódź, where it employs a total of about 500 specialists. The company has been honored with many

prestigious awards, m.in in competitions: Eurobuild, CIJ Journal, CEE Quality Awards, International Property Awards. Among the awards received by Colliers are, eg., the Outsourcing Star award, awarded to real estate companies operating most dynamically in the outsourcing sector, and Business Gazelles, awarded to the most dynamically developing companies in Poland. Colliers Poland has been advising Korean companies, most importantly automotive tier 1 and tier 2 suppliers, on incentives optimization and location strategy in Poland for the past decade. Among Colliers Clients we can name numerous suppliers for Hyundai and KIA, as well as LG Energy Solutions and SK Innovation. So far, Colliers has participated in the Poland-Korea Investment Forum held in September 2022 in Seoul, and in October 2023, representatives of Colliers Korea were present to give a presentation.



TIAS – consulting company specializing in financial and legal services for Polish and foreign clients, with a particular focus on the Asian market. We bring together an international team of specialists in accounting, tax consulting, as well as human resources and payroll. We also provide consultancy in the fields of business law and investment project management.



The Law Firm Domański Zakrzewski Palinka (DZP) is the largest independent Polish law firm. It has a team of almost 200 experts advising in 9 practices and 40 specializations. We have offices in Warsaw, Poznań and Wrocław. Our clients include both Polish and foreign companies and investors representing

almost all branches of the economy. DZP's advisers are regularly awarded and recommended in national and international opinion-forming sector rankings such as Chambers & Partners, Legal500, IFLR1000. Within DZP operates a Korean Desk - a team of legal and business advisors created for Korean entrepreneurs interested in investments on the Polish and European markets. Our extensive experience working with foreign, particularly Asian, clients, combined with over 30 years of presence on the market and a wide portfolio of successfully completed projects, ensures the highest quality of legal and tax services. Our advisors, besides their broad experience (including in M&A projects, greenfield investments, infrastructure, energy, and defense sectors), are also distinguished by a good understanding of clients' business expectations and the specifics of the industries in which they operate.



Industrial Development Agency JSC is a company with more than 30 years of experience in the Polish market. It supports the development of Polish companies by financing investments and assisting in restructuring processes. IDA JSC is a strategic partner in foreign direct investment (FDI). IDA JSC played a key role in the free market transformation of the Polish economy. In the coming years, it has ambitions to become one of the leaders in the energy transition. IDA JSC's new strategy - "Clean Industry" - focuses on investments in offshore wind energy, hydrogen industry and space technologies.



SPS POWERHOUSE GROUP is a one-stop law firm comprised of legal experts (SPS TAX & LAW), accounting professionals (SPS FINANCE), and immigration service specialists (MYVISA).

We have been specializing in

comprehensive services for over 320 Korean companies, including investment banks, construction companies, large corporations, SMEs, financial, and logistics firms, that have entered the Polish market. SPS POWERHOUSE GROUP offers all necessary services for those entering Poland, from corporation (branch, liaison office) establishment to immigration and accounting tasks especially our Korean desk team understands your unique needs and challenges through smooth communication and provides tailored solutions. If you're considering entering the Polish market, contact SPS POWERHOUSE GROUP, and we'll promptly assist you.



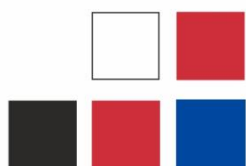
**Kostrzyńsko-Słubicka
Specjalna Strefa Ekonomiczna**

The Polish Investment Zone is a breakthrough incentive for entrepreneurs. Income tax exemption is available across the whole Poland, for companies carrying out new

investments, on public and private properties. According to the legal regulations, the following enterprises are eligible for public aid in the form of tax exemptions:

- all enterprises in the sector of industry, with some exceptions
- selected enterprises from the business services sector providing: IT services, research and development, bookkeeping services, accounting (excluding tax declarations), technical research and analysis services, call centers, architectural and engineering services.

Kostrzyn - Słubice Special Economic Zone is one of fourteen special economic zones in Poland. It was established to support the economic growth of north-western Poland: part of Wielkopolskie, West Pomerania, and Lubuskie voivodeship. Small enterprises (up to 50 employees) carrying new investments can benefit from tax exemption up to 55% of eligible cost (in Lubuskie and West Pomerania) and up to 45% in Wielkopolskie.



Poland-Korea

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If you wish to attend the **Poland-Korea Business Forum 2024**, please complete the application form via the provided link or QR code.

- ❖ Registration will close on the morning of **April 19, 2024**.
- ❖ Participation is free of charge, and lunch, as well as English-Korean simultaneous interpretation, will be provided.
- ❖ Please note that the program may be subject to change.
- ❖ B2B meetings will be held from 13:30 to 16:00 following the lunch break. Those who apply for individual consultations will be contacted after the application deadline to confirm their appointment time.



Link: [www.paih.gov.pl/registration-poland-korea business forum 2024](http://www.paih.gov.pl/registration-poland-korea-business-forum-2024)



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