

ORGANIZER



# 9<sup>th</sup> CONGRESS OF BOARDS OF SEG MEMBER COMPANIES

2014

## Foreign expansion of listed companies



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# 5<sup>th</sup> – 6<sup>th</sup> November 2014

Hotel Narvil Conference & Spa, Serock

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Patronage of the President  
of the Republic of Poland  
Bronisław Komorowski





## *Ladies and Gentlemen,*

*You are cordially invited to the 9<sup>th</sup> Congress of the Management Boards of SEG Member Companies which will take place on November 5-6, 2014 in the Hotel Narvil Conference & Spa in Serock. It is a pleasure to inform that the event has been awarded the patronage of the President of the Republic of Poland, Bronisław Komorowski, 25 Years of Freedom as well as the patronage of the Ministry of Treasury and Public Shareholding Programme (Akcjonariat Obywatelski). The main topic of the November Congress is foreign expansion of listed companies.*

*On the first day of the Congress, we will present three plenary sessions with a group of Management Board members of leading Polish companies. The sessions will be dedicated to goals and determinants of foreign expansion. After that, we will start a Capital Market Charity Run. Robert Korzeniowski, a multiple Olympic champion, will also take part in the run. The minimal distance to run will be one kilometre but everyone will get a chance to run the distance several times. The more kilometres we run, the more money is donated to charity. Money collected during the run will be spent on secondary schools students' education in the area of entrepreneurship, which is a part of the "Company management" programme organised by Youth Entrepreneurship Foundation. After the run, you are invited to a cocktail party and a gala dinner.*

*For the second day of the Congress, we have planned topical workshops which will take a slightly different form this year. In the first session, we will focus on foreign expansion in different geographical areas. In the second one, you will choose one of four topics that are crucial from the perspective of management board members of listed companies.*

*I hope that the proposed topics will become an important contribution to reflect upon companies operating in the present market environment as well as outline new development strategies in an international context.*

*I wish you all a productive participation in the Congress!*

Mirosław Kachniewski, PhD

President of the Management Board  
Polish Association of Listed Companies (SEG)

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**Participation in the Congress is free of charge for SEG members and guests of SEG. Listed companies which are not members of the Association may participate in the Congress after paying a fee according to the price list included in the Registration Form or by becoming a member of the Association. The number of seats is limited and applicants will be handled on a first come first served basis. SEG members have priority in the registration process.**

The participants are obliged to cover accommodation costs. The Registration Form should be filled in online and send by clicking "submit form" in the upper right corner, by **October 14, 2014**.

In case of questions concerning SEG membership, please contact **Ms Joanna Bielecka** by phone, tel. (+48 22) 826 26 89, or e-mail: [joanna.bielecka\(at\)seg.org.pl](mailto:joanna.bielecka(at)seg.org.pl)

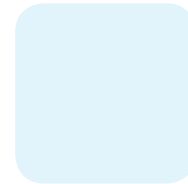
In case of questions concerning the Congress, please contact **Ms Agata Bednarczyk** by phone, tel. (+ 48 22) 692 49 45, or e-mail: [kongres\(at\)seg.org.pl](mailto:kongres(at)seg.org.pl)

# Foreign expansion of listed companies

5<sup>th</sup> – 6<sup>th</sup> November 2014,  
Hotel Narvil Conference & Spa, Serock



Competitive factors  
of Polish companies



Direct and indirect support  
from the state



Goals of foreign  
expansion



Profile  
of particular  
markets



Expansion  
form



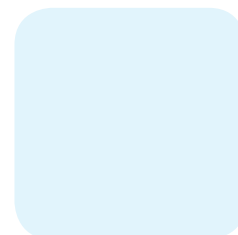
Growing competition  
to attract investors



Bank financing  
vs. market financing



Foreign financing  
of foreign expansion



## Congress Agenda

### 5<sup>th</sup> November 2014 (Wednesday)

**11.00 – 12.00**

Guest registration and welcoming coffee

**12.00 – 12.10**

**Congress opening**

**Mirosław Kachniewski**, PhD, President of the Management Board, Polish Association of Listed Companies (SEG)

**12.10 – 13.40**

**Panel discussion I: Goals and determinants of foreign expansion**

- *Competitive factors of Polish companies*
- *Goals of foreign expansion*
- *Direct and indirect support from the state*

**Moderator:**

**Eryk Stankunowicz**, First Vice-Editor-in-chief, Forbes

**Panellists:**

**Paweł Jarczewski**, President of the Management Board, Grupa Azoty

**Katarzyna Kacperczyk**, Undersecretary of State, Ministry of Foreign Affairs

**Wojciech Kowalczyk**, Undersecretary of State, Ministry of Treasury

**Paweł Tamborski**, President of the Management Board, Warsaw Stock Exchange

**Herbert Wirth**, President of the Management Board, KGHM Polska Miedź\*

**13.40 – 14.40**

Lunch

**14.40 – 16.10**

**Panel discussion II: Ways of conquering foreign markets**

- *Kind of product/services/operation*
- *Expansion form*
- *Profile of particular markets*

**Moderator:**

**Beata Stelmach**, Chief Executive Officer, General Electric in Poland and the Baltics

**Panellists:**

**Ilona Antoniszyn-Klik**, Undersecretary of State, Ministry of Economy

**Piotr Jeleński**, President of the Management Board, Asseco South Eastern Europe

**Jerzy Kalinowski**, Partner, Head of Advisory Group in the area of strategy and operations in KPMG in Poland and Central-Eastern Europe

**Andrzej Maciejewski**, Spencer Stuart

**Jarosław Michniuk**, President of the Management Board, Selena FM

**16.10 – 16.30**

Coffee break

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## Congress Agenda

### 5<sup>th</sup> November 2014 (Wednesday)

16.30 – 18.00

#### Panel discussion III: Foreign expansion financing

- Growing competition to attract investors
- Bank financing versus market financing
- Foreign financing of foreign expansion

#### Moderator:

**Roman Młodkowski**, President of the Management Board, RMVC

#### Panellists:

**Jarosław Bauc**, Vice-President of the Management Board, Finance, PGNiG

**Norbert Biedrzycki**, President of the Management Board, ABC Data

**Marcin Petrykowski**, Managing Director, Standard & Poor's

**Dorota Podedworna-Tarnowska**, Undersecretary of State, Ministry of Finance

**Dariusz Poniewierka**, President of the Management Board, Export Credit Insurance Corporation  
Joint Stock Company

**Ryszard Wtorkowski**, President of the Management Board, LUG

18.30 – 19.30

#### Capital Market Charity Run, with the participation of Robert Korzeniowski, a multiple Olympic champion

The more kilometres we run, the more money is donated to charity!  
Distance to run: one kilometre, but it can be repeated several times.



19.30 – 20.00

#### Cocktails

20.00

#### Evening Gala:

- Poparzeni Kawą Trzy band concert
- Gala dinner
- Music party



GALA PARTNER



### 6<sup>th</sup> November 2014 (Thursday)

7.30 – 8.30

Breakfast (only for those who booked a room in the hotel)

9.00 – 10.30

Topical workshops, session I\*\*

10.30 – 11.00

Coffee break

11.00 – 12.30

Topical workshops, session II\*\*

12.30 – 13.30

Lunch

\* awaiting confirmation

\*\* detailed information is included in the Registration Form and on the website [www.seg.org.pl](http://www.seg.org.pl)

## Topical workshops

### SESSION I 9:00-10:30

For many entities, entering foreign markets is a very interesting way to expand the scope of their operations, implement their strategy, increase turnover, develop sales structure and establish competitive advantages. Although more and more companies decide to take that step, very often their business activities are limited to export.

During the topical workshops we would like to show you the benefits related to foreign expansion in a chosen region and point out which destinations are most attractive in terms of investing. The present-day situation gives Poland a great opportunity to go beyond export, thus it is worth to learn all possible forms of expansion focused on a market area of your interest.

Topical workshops in the first sessions will be conducted by experts with knowledge of particular markets.

You can choose one of seven geographical areas:

- European Union
- North America
- Europe (except for the EU and the former USSR countries)
- South America
- Former USSR countries (except for the EU countries)
- Africa
- Asia (except for the former USSR countries)

The workshops will be organised in small groups. The experts will provide examples and focus in detail on expansion in a given region. The participants will be given a chance to ask questions during the workshops and afterwards.

### SESSION II 11:00-12:30

#### Group I Plan a successive expansion

*Marcin Guzik, Vice-President of the Management Board, TenStep Poland*

- Partnership in expansion – do we go together?
- National culture – appreciated or not?
- Culture in companies – similar or different? Its role in the project
- Procedures and approach to law compliance

#### Group II Reporting revolution and ways to minimise subsequent risks

*Danuta Pajewska, Legal Advisor, Senior Partner, Wardyński & Partners*  
*Marcin Pietkiewicz, Legal Advisor, Wardyński & Partners*  
*Dominika Stępińska-Duch, Lawyer, Partner, Wardyński & Partners*  
*Aleksandra Stępniewska, Lawyer, Wardyński & Partners*

- New reporting requirements
- New sanctions on the company and the management board
- Compliance as the cheapest and the most effective way to implement new regulations

#### Group III Gaining capital from foreign investors

*Mirosław Szczepański, Vice-President of the Management Board, Warsaw Stock Exchange*  
*Piotr Szeliga, PhD, Vice-President of the Management Board, Capital Market Institute - WSE Research*

- Investor Relations as international standard
- Is my company interesting for foreign investors?
- What elements do they take into account during company valuation?
- What kind of help can I obtain from WSE?

#### Group IV How to supervise your project in order not to lose your face

*Tomasz Andreasiak, President of the Management Board, TenStep Poland*

- Information and data credibility
- Project supervision - when does it start?
- Authorisation in the project and supervisory system
- External contractors, their plans, promises and contractual penalties



## Polish Association of Listed Companies (SEG)

Nowy Świat 35/5A, 00-029 Warszawa  
tel.: (22) 826 26 89, fax: (22) 892 90 91

e-mail: [biuro\(at\)seg.org.pl](mailto:biuro(at)seg.org.pl)  
[www.seg.org.pl](http://www.seg.org.pl)

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