

# POLAND PEOPLE-POWERED GROWTH

Since liberalizing its economy in 1989, Poland has doubled its gross domestic product. With a population of 38 million, the country would not have developed this quickly without its entrepreneurs, who readily adopted a capitalist ethos.

From agriculture to cosmetics, Poland is home to a diverse range of family-owned businesses that have made their mark in Europe and around the world.

One such company, family-owned poultry producer SuperDrob, is focused on balancing

its domestic and international businesses.

"We're frequently in China for exhibitions, as it is a very important market for us," says President César Lipka. "Hong Kong is also another important market. We're looking to enter other markets in Asia and in other regions.

"We have great infrastructure in Poland. We have new factories and good technology. People don't realize it, but we're moving more and more toward high tech here," Lipka adds.

Similarly, Pruszyński, a manufacturer of steel roofing and facades, has grown its business and reputation at home and abroad through the high quality of its products.

"Cooperating with local and international scientific institutes, we are able to produce technologically advanced building products, including sandwich panels using polyurethane as a core," says CEO Krzysztof Pruszyński, who recently opened a factory exclusively for sandwich panels.

"In new markets, we are acquiring companies for us to project a local brand. In other countries, like Iceland and Mexico, we play a supplier role. Although we have not yet cemented a brand in those markets, we hope to do so soon," Pruszyński says.

Unlike Pruszyński, Grupa Polskie Składy

Budowlane (Grupa PSB), a wholesaler of building materials, is focusing on domestic growth.

"We have a 14% share of the building materials market here, with over 500 suppliers and 360 members," company President Bogdan Panhirszyk says. "Our priority is our shareholders. We do our best for them to stay competitive in the market."

As the first Central and Eastern European company to be part of Euro-Mat – a European cooperation of independent builders' merchants – Grupa PSB has brought international solutions to the Polish market.

Amid fierce global competition, Polish brands are changing the perception of Polish quality. Embracing this mission, cosmetics manufacturer INGLOT has come a long way as it opens between one or two new stores every week worldwide.

"This quarter, we will open stores on Oxford Street in London, in the Venetian in Las Vegas, and close to the Duomo in Milan. We want to be in the world's most prestigious places," says Chairman Dr. Zbigniew Inglot, a brother of founder Wojciech Inglot.

"My brother was a visionary. Our dream was to become the most well-known Polish company in the retail business. We pushed step by step and country by country, meet-

## SuperDrob in the Global Market

"Our company is present in almost all European markets, China and Thailand. We want to increase the awareness of SuperDrob as a manufacturer in each of those markets. We are known as the producer that offers 'customer-tailored solutions.' We are currently the seventh-largest poultry company in Poland," says SuperDrob Vice President for Commerce Magdalena Panasiuk-Krasińska.

"We try to offer healthy and appealing cooking solutions to our customers. We have launched a range of ready-to-cook products, both breaded and unbreaded, depending on the customer's preferences," she adds.

In 2014 and 2015, Poland became the largest producer of poultry in the EU.

## INGLOT

UPCOMING GRAND OPENINGS

Grand Canal Shoppes, Las Vegas, USA

409 Oxford Street, London, ENGLAND

Piazza del Duomo, Milan, ITALY

### OVER 30 YEARS OF ACTIVITY AND DEVELOPMENT

**Production offer:**

- ▶ Trapezoidal steel sheets
- ▶ Wall and roof sandwich panels  
mineral wool core - PWS-W, PWD-W, PWS-WA
- ▶ Wall and roof sandwich panels  
EPS core - PWS-S, PWD-S
- ▶ THE NEWEST POSITION  
Wall and roof sandwich panels  
polyurethane core - PIRTECH
- ▶ Wall cassettes
- ▶ Cold rolled steel profiles  
Z, C, Z and Ω
- ▶ Steel tiles
- ▶ Modular steel tiles
- ▶ Roof accessories
- ▶ Steel gutter system

**WE OFFER MORE THAN YOU EXPECT**

**TECHNICAL SUPPORT**

☎ (+48) 22 738 60 00

✉ pruszynski@pruszynski.com.pl

**POLISH SOLID ROOFS AND FACADES**

[www.pruszynski.com.pl](http://www.pruszynski.com.pl)



ing with potential partners and companies," Inglot says.

Now with more than 630 boutique stores, INGLOT hopes to have 1,000 stores by 2020.

With this shift toward building a knowledge-based economy, Poland is witnessing the emergence of very innovative start-ups.

Launched in 1999 by CEO Simon Grabowski at the age of 17, GetResponse has revolutionized marketing automation. With more than 350,000 customers in 183 countries, the company is among the world's most sought-after marketing services.

Eighty percent of its clients are U.S.-based SMBs that utilize its email marketing, landing pages, web forms, surveys and more than 50

other online campaign management tools.

In 2011, Grabowski launched ClickMeeting, which offers efficient and user-friendly webinar and web-meeting solutions to businesses of all sizes. The service has opened up various possibilities for enterprise communication, as well as sales, marketing, education, and HR and training activities.

With around 80,000 customers in 92 countries, ClickMeeting is making a global impact from its headquarters in northern Poland.

As the global economy undergoes rapid changes, Poland will continue to support its best asset: its entrepreneurs and innovators who readily seize opportunities and do not back down from any challenge. ■

**Grupa Polskie Składy Budowlane** is the largest and fastest-growing network of independent merchants of building materials in Poland. It consists of 420 PSB outlets, 45 Profi centers of building materials and 225 Mrówka shops selling home improvement products.

### Constant and never-ending development

Polish companies and entrepreneurs are very successful once they set their minds on global expansion. **Simon Grabowski**, CEO and founder of GetResponse and ClickMeeting, is one of them. How to achieve big, global business goals? According to Simon, the answer is constant and never-ending development.

### From Gdynia to Kuala Lumpur

Simon's story starts in Gdynia, Poland. He launched **GetResponse** in 1998, and has been developing **ClickMeeting** since 2011. Now, years later, his companies are present not only in Poland, but also in Canada, Russia, Malaysia and India. GetResponse and ClickMeeting experts can be found at the biggest industry events, from Denver and New York to Köln and Singapore, helping clients achieve their business goals.



*"We focus on being close to our customers, no matter where in the world they may be, giving them five-star customer service. We create excellent products and then raise the bar even higher."*

GetResponse and ClickMeeting offer flexible and user-friendly solutions, bringing their clients advanced technology and excellent support systems.

#### GetResponse

350,000 clients in 182 countries

- Marketing automation
- Email Marketing
- Landing pages
- Web forms

and over 50 other useful features for managing your online marketing campaigns.

#### ClickMeeting

80,000 clients in 92 countries

- Interactive tools & features
- Webinar statistics
- Brandable webinar room
- Mobile application access & control

and many other engaging features for running custom-branded webinars.

## A Polish Success Story

# Bringing World-Class Poultry to Your Table

Starting out from humble beginnings almost three decades ago, Wipasz CEO Józef Wiśniewski sought to contribute toward not only feeding Poland and the world, but also improving overall health and quality of life through world-class produce.

"We traveled around the world to learn how factories were working. We brought home that knowledge and built our own facilities," he recalls. "Today, Poland has become one of the top players in Europe for poultry, thanks to the efforts of everyone in this sector."

Starting out with only five employees, Wipasz now employs 1,600 people and operates one of Europe's most technologically advanced processing plants, which runs on Meyn-Ishida equipment.

Currently, the company produces one million tons of feeding stuffs every year and processes 220,000 chickens per day.

"We will continue to invest in modern facilities in order to prepare one million chickens every day," says Wiśniewski, who is working to increase access to foreign markets.

"Sixty-five percent of our business is in exports. That said, we think Southeast Asia and Africa still have tremendous growth potential for business development. We remain very open to partnerships with companies that share our values of transparency and fairness," Wiśniewski says.

Staying faithful to its mission to improve the quality and nutritional value of its produce, Wipasz also built a new laboratory and R&D center to develop better feed, which would eliminate the need for antibiotics in the whole process, while integrating health-boosting ingredients, such as omega-3 fats.

"By making our own feeding stuffs, we have the advantage of maintaining complete control over the whole process of getting the meat to our customers' tables. We want to provide them with more than just meat. We want to also improve their health," he says. ■

→en.wipasz.pl

