

Poland

In the heart of Europe

Export sales and cultural awareness

The gold-rush of the last decade being over, it's time to take your Polish contacts to the next level. Relocare will help you to establish long-lasting **relationships** in Poland, which also can be your gateway to other Eastern European markets.

Supported by a well-educated and internationally-minded population of roughly 40 million inhabitants, Poland is still regarded as a **rising star** among the central European economies. After Poland's EU entry in 2004, hundreds of thousands of Poles flocked to countries like the UK, Ireland or Sweden.

Due to the financial crisis and Polish governmental incentives, many of these workers have recently returned, **boosting the economy** of their homeland and returning with new skills. Moreover, Poland has received roughly 70 billion Euros in EU regional aid for its budget 2007-2013 alone, funding new highway construction, environmental projects, etc. and similar packages are underway.

All this makes Poland a very **interesting** trading partner. However, dealing with the Polish culture on a day-to-day basis professionally as well as personally requires Polish cultural awareness training and preparation.

For instance, business etiquette is quite formal and hierarchical in Poland. For example, to many Poles, the Scandinavian open door policy and management leader style of open dialog, feels worse than going to a confession in the church.

We offer

- Development of cultural awareness between Danish and Polish branches, also in relation to mergers and acquisitions.
- Cross functional team courses in cultural awareness in long distance work
- Culture courses for both the employee and family.
- Sales cultures courses.
- Intercultural coaching.

Contact managing director Else Christensen and hear how we will meet your needs and demands.

From DKK 5.100,- ex. VAT.

relocare
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