

Promoting Bilateral Trade and Investment

The Canada-Poland Business Club in Warsaw

In operation for just over two years, the Canada-Poland Business Club (CPBC) has already made its mark in promoting increased Canadian business participation in Poland and Polish business participation in Canada.

Functioning as the Canadian Chamber of Commerce in Poland, the CPBC has over 75 members — small, medium and large companies — including Canadian exporters and investors operating in Poland and non-Canadian companies wanting to increase their business dealings with Canada.

Club members are involved in banking, insurance, telecommunications, agri-food, construction and building materials as well as legal, consulting, accounting and other services.

Canada a late starter but catching up

Canada's business involvement in Poland began later than that of most Western European countries, increasing steadily over the last few years.

To date, Canadian direct investment and announced commitments top several hundred million dollars, making Canada one of the top 15 foreign direct investors in Poland.

The Club is working closely with the Canadian Embassy in Warsaw, and especially so in light of the upcoming official visit to Poland by Prime Minister Jean Chrétien, later this month, accompanied by International Trade Minister Sergio Marchi who will be leading a senior-level trade delegation.

The CPBC will be working in close co-operation with the Embassy to increase awareness of Poland as a business partner by sponsoring high-profile events and involving members in key elements of the business program during the Prime Minister's visit.

The visit is expected to add considerable momentum to the growth of Canadian involvement in the steadily expanding Polish market.

Services provided by the Club

In addition to providing an annual membership resource directory, newsletters and other informative publications, the CPBC offers technical seminars, monthly networking sessions and business functions featuring topical guest speakers.

It also organizes and supports various sector committees that lobby for greater investment and trade between Canada and Poland.

"As a business support network that is transforming itself into the Canada-Poland Chamber of Commerce," says newly appointed Executive Director Michael Wooff, "we provide a unique forum for promoting trade and investment opportunities between Poland and Canada. We are working closely with the Canadian Embassy, Polish government contacts and other Canadian organizations to enhance the commercial ties between our two countries."

Polish trade delegations to Canada and Canadian trade delegations to Poland can benefit as well from CPBC briefing sessions related to business, investment, privatization and trade.

For more information on membership or how the Club can assist you in your activities in the Polish market, contact the Canada-Poland Business Club (CPBC), ul. Wilcza 46, m, 6, 00-679 Warszawa; tel.: (011 48 22) 699-6167/68; fax: (011 48 22) 699-6169; e-mail: cpcb@masterpage.com.pl

For information on trade opportunities in Poland, new exporters should contact Team Canada Inc,

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Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.