



A special feature produced by:

Synergy Media Specialists

Poland





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Celebrating Poland: 100 years of independence and diplomatic relations with Japan

Synergy Media Specialists shares key thought leadership insights into Poland's remarkable development and strong relationship with Japan.

"Poland and Japan's strong historical ties continue to develop and have led to a deeper understanding of one another. Today, approximately 4,500 Polish students are studying Japanese and a growing number of them are taking Japanese-language proficiency tests." – Counsellor-Deputy Chief of Mission of the Embassy of Japan in Poland Satoru Takahashi

"Japanese companies are increasing their investments in Europe and with the EU-Japan trade agreement, we expect more Japanese investments to reach Poland." – Director General of the Japan External Trade Organization Naofumi Makino

"Poland and Japan respect one another other. Japanese companies have invested in the strongest sectors of the Polish economy and helped Poland to develop into an automotive manufacturing hub. We hope to see Japanese investment add value to other key industries." – Polish Investment and Trade Agency President Tomasz Pisula

"Warsaw Airport is a regional hub with five direct weekly flights to Tokyo's

Poland and Japan's strong historical ties continue to develop and have led to a deeper understanding of one another.



SATORU TAKAHASHI
Counsellor-Deputy Chief of Mission
Embassy of Japan in Poland

Narita Airport. Last year, 82,000 Japanese tourists visited Poland to discover our heritage and culture, including (the works) of Fryderyk Chopin." – Polish Tourist Organisation President Robert Andrzejczyk



CHOPIN." – Polish Tourist Organisation President Robert Andrzejczyk

At last year's internationally renowned real estate awards MIPIM, our flagship project, Warsaw Spire, won Best Office and Business Development. Through achievements such as this, foreign investors, including those from Japan, can see that Warsaw is a modern city with high-quality projects under development."



JEROEN VAN DER TOOLEN
Managing Director for Central and Eastern Europe
Ghelamco

cooperate in promoting cultural activities such as those highlighting the life and works of Fryderyk Chopin, which deepen our relationship and strengthen our bonds." – Director of the City of Warsaw's Marketing Department Robert Zydel

"Through its strong education sector, Poland produces some of the most qualified individuals in the information technology industry. We are committed to continue building on our strong relations with Japan by facilitating exchange programs and partnerships with Japanese universities." – Polish-Japanese Academy of Information Technology Rector Jerzy Nowacki

"Of all the European countries in which Honda operates, the company has one of its largest market shares in Poland. Polish customers are more objective and choose to drive Honda cars because of the company's reputation for quality and sporty vehicles. We intend to continue to keep our loyal customers satisfied." – Poland Branch Director of Honda Motor Europe Ltd. Wiesław Kolodziej

"We produce products in Poland which contribute to the betterment of our environment. We intend to expand our business and further contribute to the development of Polish society." – NGK Ceramics Polska President Yasukazu Hijikata

"At last year's internationally renowned real estate awards MIPIM, our flagship project, Warsaw Spire, won Best Office and Business Development. Through achievements such as this, foreign investors, including those from Japan, can see that Warsaw is a modern city with high-quality projects under development." – Ghelamco's Managing Director for Central and Eastern Europe Jeroen van der Toelen.

"We established our operations in Poland 20 ago to provide two-way technology transfers between Europe and Japan. Through our talented Polish engineers and scientists we provide software development, support, sales and consulting services to companies and universities worldwide, and continue to focus on niche areas of computational chemistry and XBRL (extendible business reporting language)." – FQS Poland President Dr. Jerzy Rudziński

Adam Mickiewicz Institute: <https://iam.pl/en>

QLOC brings its A-game to Japan

What started off as a small company providing quality assurance and localization services in 2009 has grown to be one of the key European companies providing first-class services for the video game industry.

QLOC S.A. currently employs over 350 people in their offices in Warsaw, Gdańsk and Moscow, offering a full suite of services for game developers and publishers to enter new markets and make use of innovative platforms, from quality assurance and translations to porting and remastering the largest video game brands loved by millions of players.

Within their first year of establishment, QLOC was contracted by Capcom Co. Ltd., the leading global game developer and publisher from Japan, to prepare a PC version of their best-selling game "Street Fighter IV: Arcade Edition."

"This was the real beginning of QLOC," said the company's President of the Board Adam Piesiak.

"We brought together a team of very skilled developers and formed a Japan relations department around the project. We became recognized for delivering high quality porting and eventually for remastering and co-development projects."

"Today, more than 50 percent of our development projects come from Japan," shared the company's Business Development Director and Vice President, Paweł Ziajka.

"Our latest and largest project to date, "Dark Souls Remastered," is a critically acclaimed game created by Japan's FromSoftware and published by Bandai-Namco. We are honored to have created a remastered version of this cult classic," added Ziajka.

QLOC has co-developed "Street Fighter 4 Ultra" for PC, PlayStation 3, Xbox, Xbox360 and Taito machines with Capcom. Clients are also engaging QLOC to prepare games for Nintendo Switch.

"Cooperation with our clients in Japan is smooth as it is handled by native Japanese employees in QLOC," added Piesiak.

Just 10 years since its establishment, QLOC plans to expand its global presence with offices in the United States and in Japan by early 2020.

"The Japanese market is very important to us. We are opening an office in Tokyo to be closer to our clients and we look forward to providing them with our first-class service and support," concluded Piesiak.

www.q-loc.com

Adam Piesiak, President of the Board of QLOC

Paweł Ziajka, Business Development Director and Vice President of QLOC

Delivering quality insurance services to Poland

Warta is one of Poland's leading life and non-life insurance providers. The firm's 2,500 employees work with over 20,000 agents and brokers delivering the best-in-class services to customers across the country.

Established almost a century ago, the firm is the only registered insurer in Poland to have received an A+ rating from Standard and Poor's LLC.

"While our ability to drive revenue for shareholders is important, it is imperative that we are regarded as a high-quality company and a strong partner within the market," explained Jarosław Parkot, Warta's CEO.

Parkot began his career working with financial institutions in the 1990s. This was a pivotal period in the Polish financial services market as international companies introduced new products, distribution channels, technologies and ideas to the country.

Today, the Polish insurance market is customer-driven with companies providing high-value customer support, better protection and improved delivery of services.

In 2012, major European insurance company Talanx Group and Meiji Yasuda Life Co., one of Japan's oldest and largest life insurers, became Warta's main shareholders and in the past six years, Warta has grown substantially. The firm has achieved double-digit growth for the last three years and in 2017, its non-life business grew by 24 percent. Parkot attributes Warta's growth to the firm's focus on quality and innovation.

"Warta has comprehensive investment programs geared toward innovation across all business lines," said Parkot. "We have an average of 50 projects per year and we cooperate closely with many intermediaries to bring these projects to fruition."

Warta manages approximately 600,000 claims a year through its state-of-the-art system, which utilizes big data, cloud computing and advanced machine learning tools.

"Poland is a modern and open country with a young, skilled, engaged and hardworking workforce. ...The next generation has a great deal to look forward to and our relationship with Japan will undoubtedly continue to thrive."

JAROSŁAW PARKOT
CEO
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Kochański Zieba & Partners: Japan's partner in Poland

"Poland should be the first point of entry for Japanese companies investing in Europe," said Adam Piwakowski, partner at Kocharński Zieba & Partners (KZP).

A prominent member of the European Union with a highly skilled, cost-competitive labor force, Poland is experiencing economic growth and has become a launching pad for Japanese companies expanding into European markets.

"We have worked closely with Japanese clients for many years," said Piotr Kocharński, KZP's founding partner. "We understand and admire Japanese culture and we know the Japanese community in Warsaw very well. We share many common interests with our Japanese partners and appreciate the close friendships we have developed over the years."

Kocharński played a key role in establishing a branch office for one of the first foreign law firms in Poland and began collaborating with Japanese companies early on. His passion for motorcycles was strengthened when he delivered services to the first Yamaha Motor Co. Ltd. distributor in Poland and contributed to the growth of Suzuki Motor Poland.

Today, KZP is one of Poland's leading business law firms with over 100 lawyers, advocates, patent attorneys and legal and tax counselors.

The firm offers a complete range of legal solutions and specialized services for foreign clients, including Japanese investors. The firm handles mergers and acquisitions, corporate and investment law, investment in special economic zones, as well tax and labor law advice.

"As we grew our international business, we felt there was a need to support Japanese companies with their entry and expansion into Poland," said Kocharński.

KZP's Head of Japan Desk, Jacek Kozikowski studied in Japan where he completed his Ph.D. and was awarded a doctorate in international investment law.

Kozikowski said: "We understand Japanese business culture, have developed strong relationships and our Japan business continues to thrive."

"With our strong connections to the Polish business community and our comprehensive understanding of the Polish economy, we are in a strong position to guide our Japanese clients."

Polish companies continue to reach out to international markets and are recognizing the importance of the Japanese market.

Comarch, a Polish information technology solutions provider, recently established a Tokyo office

We share many common interests with our Japanese partners and appreciate the close friendships we have developed over the years.



PIOTR KOCHARŃSKI
Founding Partner
Kochański Zieba & Partners (KZP)

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ADAM PIWAKOWSKI
Partner
Kochański Zieba & Partners (KZP)

Jacek Kozikowski, Head of Japan Desk at Kocharński Zieba & Partners (KZP)

and Poland's national airline, LOT Polish Airlines, opened a direct flight between Warsaw and Tokyo.

"We firmly believe in Poland's ability to become a leading global economy," said Kocharński. "As we build on our firm's reputation, we will fully intend to further strengthen our relationships with our Japanese friends."

www.kochanskizieba.pl
www.kochanskizieba.pl/ja/japonski

kochański zieba & partners Business Law Firm

Jacek Kozikowski, Head of Japan Desk at Kocharński Zieba & Partners (KZP)

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Committed to developing strong relationships

Offering a full range of products and services for passenger cars and commercial vehicles, Hitachi Capital Polska is driving into the future. The company provides clients with fleet solutions based on best whole-life cost for business purpose, safety, environmental, guaranteed mobility and customer satisfaction. The company's fleet of over 10,000 vehicles is supported by a wide range of services tailored to individual customer needs. Hitachi Capital Polska has become a market leader in delivering electromobility and the company is committed to developing its range of mobility products as society evolves into a usage culture, and to capitalize on a rapidly growing Polish market.



ERIC VAN VLIET, CEO and President of the Board and Toru Tanigami, Board Member of Hitachi Capital Polska

Read full article at: www.synergymediaspecialists.com

www.hitachicapital.pl

The Polish National Opera: Presenting Polish culture to the world

"The Polish National Opera is considered one of the best in the world," said Waldemar Dąbrowski, director of Teatr Wielki (Polish National Opera) and former minister of culture. "We are proud of our collaborations with leading international opera houses and of our passion to present classical performances and contemporary pieces."

The Polish National Opera at Teatr Wielki, Warsaw, has been producing works by renowned Polish composers, including Fryderyk Chopin, for over 200 years now.

"Just as Japanese culture has inspired the European

Waldemar Dąbrowski, Director of Teatr Wielki (Polish National Opera)

arts, many Japanese tourists come to our performances to discover and experience the European and wider international repertoire," explained Dąbrowski.

Twice a decade, the theater hosts the prestigious International Chopin Piano Competition, where many outstanding pianists from Japan have won awards. The Opera's ballet company currently has five Japanese dancers, including the principal dancer Yuka Ebihara.

Based on the works of the 15th century Noh play-master Zeami, "Matsukaze" is an opera by Japanese composer Toshio Hosokawa that proved to be one of the theater's most successful productions last year.

Teatr Wielki is proud to be involved in the celebrations marking Poland's 100 years of independence. Productions include "Notre Chopin," a two-part ballet program, and "Manru," an opera written by the renowned Polish pianist and a great champion of Polish independence, Ignacy Jan Paderewski.

This December, the Polish National Opera will put on "King Roger" by Karol Szymanowski. Conducted by Kazushi Ono, the co-production will also travel to Tokyo, Japan.

"Next year, we will celebrate the bicentennial of Stanisław Moniuszko, the father of Polish opera who, like Chopin, is one of the most important Polish romantic artists," said Dąbrowski.

"We invite the world to experience our productions and enjoy Poland's rich, national heritage and culture, and to share in our country's appreciation for the arts."

www.teatrwielenki.pl