



Canadian Trade Day in Lublin 2004



Windsor - Lublin
twin cities since
2000



Canadian Businesspeople in Lublin

June 12-18, 2004

Jerry Barycki
August 9, 2004



Poland in EU
since May
2004

CANADIAN BUSINESSPEOPLE IN LUBLIN

On 13-18 June 2004, a business delegation from the twin city of Windsor visited Lublin, at the invitation of the Mayor of Lublin, Andrzej Pruszkowski. The Windsor group included David Cassivi, Deputy Mayor; and Gary Cian, Secretary, and Jerry Barycki, Member, International Relations Committee; as well as business representatives June Cox, Jason Cox, Daniel Moynahan, Joe Ouellette, and Dr. Zbigniew Pona. Andrzej Drzewiecki, National Vice President of the Canadian-Polish Congress, was the special guest of the delegation. The tremendous success of last year's visit to Windsor by the Mayor of Lublin, Andrzej Pruszkowski, was reflected in the number of Windsor businesspeople, invited by him, all traveling to Poland at their own cost.

The main objective of the visit by the delegation was to establish economic links with the businesspeople in Lublin and the surrounding area. The City of Lublin's Promotion Office, with Piotr Semeniuk as Director, organized the six-day programme, in collaboration with the City of Windsor. It was very intense, lasting on average some sixteen hours each day. In addition to attending various functions of common interest, the business representatives met for separate discussions with the owners of local companies, seeking to gain the maximum benefit from the occasion.

Canada Trade Day

Canada Trade Day took place on Wednesday, 16 June, in the Tribunal Hall, where more than 120 people gathered. The Canadian Embassy organized the event, in collaboration with the Lublin Promotion Office and the Windsor International Relations Committee. It was altogether the programme highlight of our visit. Among those taking part were: Ralph Lysyshyn, the Canadian Ambassador to Poland; Andrzej Kurowski, Governor of the Lublin Region; Teresa Królikowska, Vice Marshal of the Lublin Region; Andrzej Pruszkowski; and many representatives of companies in Poland and Canada.

Dennis N. Goresky, the Regional Director, Central and Eastern Europe, for Export Development Canada, effectively chaired the meeting. From the Land of the Maple Leaf, the Canadian Ambassador invited fifteen business representatives, who are carrying out economic activities of an advanced nature, not only in the Lublin region, but also in other parts of Poland. The entire programme was divided into three groups of presentations: Mould-Making/Advanced Manufacturing, Aerospace; Canadian Municipal Infrastructure; and Environmental Technologies and Solutions. There were presentations from large, well-known Canadian firms, such as Pratt & Whitney Canada, which employs 4,500 workers in Rzeszów and 1,130 in Kalisz, and also from a number of smaller, but active companies, such as Acrolab Inc., Conserva Engineering Inc., Gemite Products Inc., Innovia Solutions, Napier Reid Inc., Petro-Canada Lubricants, Platinum Tool Technologies, SNC Lavalin, Trojan Technologies Inc., VAC AERO International, Wentworth Technologies Co. Inc., and one of the most recent entries into the Polish market, Bell Helicopter Canada.

There were additional presentations by Mike Ward, "Canada- A Partner for Poland"; Dennis Goresky, "Financing Solution for Canada-Poland Business Cooperation"; Joe Ouellette, "Windsor-Lublin Twin City Relationship and New Business Partnership"; Przemysław Gruba, "Lublin Region Presentation"; Angelika Gronowska, "Canadian Technologies for Clean Energy Projects"; Andrzej Drzewiecki, "Canadian Polish Congress- Its Role in Fostering Canadian-Polish Co-operation"; and Bernhard Otterstein, "Polish-Canadian Chamber of Commerce Presentation". Afterwards, there were individual meetings, those most essential face-to-face contacts, and discussions about future co-operation. Everyone accepts that Poland continues to be an attractive country for foreign investment, not only because of lower production costs, but also because of its recent entry into the European Union. The lifting of the visa requirement for Canadians certainly opens numerous doors for tourism in Poland. We hope that this in turn will lead to an increase in exports from Canada to Poland. These currently stand at less than half of the exports from Poland to Canada, amounting to about CDN \$374 million in 2003.

Easternpartenariat

The next day, there was *Easternpartenariat*, organized by the City of Lublin, the Marshal's Office in Lublin, and the Lublin Development Foundation RDA; the organizational partners for the event were the Province of Gelderland, the Dalarna Region and the Euro Info Center in Fallun, Sweden.

The entry of Poland into the European Union has created new business opportunities, not only for Poland, but also for the entire region, notably for the countries of Eastern Europe. Lublin is the gateway from the West to the East. Its strategic location can and should play a more important role in commerce. The visits to Lublin by successive delegations from Sweden, the Netherlands, Germany and Ukraine provide further proof of this. Our delegation was the guest of this economic forum. There were speeches by representatives of the regional authorities and the organizers, Henryk Makarewicz and Andrzej Pruszkowski, and also presentations by particular countries, including one from Mona Ip, from the Canadian Embassy.

As in the earlier session, the presentations were followed by individual conversations, which is what most of the delegates had been waiting for. We have yet to learn of the outcomes of these discussions. However, it is clear that individuals are not able to hold such discussions, when separated by large distances, and that personal contact has considerable importance. We must first meet, then build trust for one another, in order to pursue common interests. Accordingly, we must wait some time for any results. The growth of co-operation in commerce, science and culture is a process that requires an initial investment of time and good will.

Other Interesting Meetings

During the course of the visit to Lublin, there was a series of additional meetings. We visited each of the institutions of higher education in Lublin, including for the first time the Maria Curie-Skłodowska University and the Academy of Agriculture.

The Lublin Politechnical Institute is conducting research on the use of alternative fuels in car engines. It is noteworthy that at the University of Windsor, Prof. Andrzej Sobiesiak finds this interesting, because he is involved in similar studies in the laboratory. The Catholic University of Lublin (KUL) currently is carrying out intensive research on cancer with the University of Western Ontario, in London. In the near future, KUL's Prof. Ryszard Szyszka will visit the University of Windsor to explore the possibility of research collaboration. We had the pleasure of being the guests of the Sarzyński family, in Kazimierz Dolny. Soon there will be discussions with Windsor's Polish Bakery and perhaps the famous "Kazimierz Dolny roosters" will reach the stores of Windsor. Dr. Zbigniew Pona carried out discussions in Nałęczów. There are numerous, well-equipped sanatoria in the area; possibly this topic will be of interest in Windsor and at other Canadian locations. Preliminary discussions were held with Katarzyna Cwirta, Director of the Marshal's Office of the Lublin Region. It is hoped that there will be some development of co-operation with the Province of Ontario. We were able to meet with representatives from the Polish Parliament, at the Canadian Embassy in Warszawa and at the Warszawa Politechnical Institute, where commemorative plaques were unveiled for the famous professors of that institution, the late Prof. Z. Boretti and Prof. W. Mamak. We have in Canada graduates from practically all of the Polish institutions of higher education. Perhaps it is worthwhile to visit these institutions occasionally, to see if there might be the possibility of joint activities for mutual benefit. There were many such meetings; all of them were important and we hope that they will come to fruition, with increased co-operation for the benefit of Poland, Canada and Polonia, since this was the purpose of our visit.

Invitation to Windsor in 2005

During the course of our visit, we offered an invitation to the City of Lublin to send its economic mission on a visit to Windsor in the year 2005. It is appropriate to note that next year will mark the fifth anniversary of the signing of the partnership agreement between Windsor and Lublin. Perhaps this will be a good occasion for also visiting other important centers in Canada and the USA, such as Montreal, Toronto, Detroit and Chicago. In Canada, there are 817,000 people of Polish heritage, while in the USA, there are more than ten million; this has hitherto unexploited potential. All parties have much to gain. Our Windsor-Lublin Trade Mission 2004 is proof of this.

Jerry Barycki
President,
Polish Canadian Business and Professional Association of Windsor

Windsor, 18 July 2004

Translated by Frank Simpson



In front of the Lublin Town Hall, from left: Jerry Barycki (Windsor), Malgorzata Potiopa (Lublin) David Cassivi (Windsor), June Cox (Windsor), Piotr Semeniuk (Lublin), Onufry Koszarny (Lublin), and Gary Cian (Windsor).



Canadian Trade Day
Left to right, Andrzej Kurowski, Governor of Lublin Region; Teresa Królikowska, Vice Marshal of Lublin Region; Dave Cassivi, Deputy Mayor of Windsor; Ralph Lysyshyn, Canadian Ambassador; Andrzej Pruszkowski, Mayor of Lublin.



Canadian Trade Day -
Conference participants



Easternpartnersariat- Opening of conference. Left to right, representative of the Netherlands; Andrzej Kidyba, President, Lublin Development Foundation; Henryk Makarewicz, Marshal of Lublin Region; Andrzej Pruszkowski, Mayor of Lublin.



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