

28.01.2025 15.00-16.30

LABOUR MARKET TRENDS, INTERCULTURAL DIFFERENCES AND POLISH LANGUAGE AND CULTURE IN A NUTSHELL

ORGANISER:



POLISH-HUNGARIAN
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Labour market trends, intercultural differences and Poland as a destination

Webinar series on market developments in CEE region with special focus on Poland and Hungary has been launched by the Polish-Hungarian Chamber of Commerce for 2025. If you're looking for information on latest macroeconomic trends in the CEE do not hesitate and register for this webinar! The fourth event in the series will take place online on the 28th January 2025 from 15.00 to 16.30.

The event titled "*Labour market trends, intercultural differences and Poland as a destination*" shall provide information on major market trends for those who intend to start business cooperation in Poland. **Mr Attila Lengyel**, Project Manager, Polish-Hungarian Chamber of Commerce will present labour market trends in our region. **Ms Hanna Wojciechowska**, Country Manager, SGS Swiss Dentals Systems, will talk on intercultural differences when starting business in Poland, **Mr Krisztián Antoni**, Sales Manager, LOT Polish Airlines will present Poland as a destination. **Ms Anna Wisniewski**, General Director of the Polish- Hungarian Chamber of Commerce will be the moderator of the event.

If you're looking for new ideas on how to dive deeper into understanding the market as a location for building new business or want to start in this country, you are welcome to join our webinar! The event is part of the Student Mentor Programme of PLHUCC, a project supported by the Waclaw Felczak Foundation. The event will be organized on Zoom platform.

28.01.2025 Tuesday, 15.00-16.30 PROGRAM

15.00-15.10 Introduction – Webinar series 2025 of Polish-Hungarian Chamber of Commerce, Polish-Hungarian economic and business cooperation potential by *Anna Wisniewski, General Director of the Polish-Hungarian Chamber of Commerce*

15.10-15.30 – Labour market trends in our region by **Mr Attila Lengyel**, Project Manager, Polish-Hungarian Chamber of Commerce

15.30-15.50 – Intercultural differences when starting business in Poland by **Ms Hanna Wojciechowska**, Country Manager, SGS Swiss Dentals Systems

15.50-16.10 – Poland as a destination by **Mr Krisztián Antoni**, Sales Manager, LOT Polish Airlines

16.10-16.30 Q&A, Discussion and Closing