doing business in Poland

Expand your professional expertise with the top-ranked University of economics and management in Poland!
Doing Business in Poland (DBI Poland) is an intense short-term programme addressed to executives, business students & professionals interested in thorough overview of business reality and opportunities in a transformational economy.

WHY POLAND?

A unique combination of friendly business conditions, highly-skilled professionals and attractive operating costs make Poland an excellent choice for business development activities for companies across diverse industries.

Poland is the perfect hub to explore European market, because:

- it offers a unique combination of emergent market agility with EU member’s stability,
- it is a gateway between EU and Eastern markets,
- Polish economy has grown by more than any other country in Europe growth in the last decades, which is a phenomenon comparable to India or China,
- it is the only European country which avoided the downturn during the global crisis of 2008,
- it is an undisputed leader as the target new investment location.

DBI Poland gives an opportunity for complex, on-site exploration of the key conditions determining the Polish success story.
PROGRAMME OVERVIEW

The programme is a fine combination of advanced interactive lectures and workshops, inspiring interactions with business high-flyers and on-site experience of companies from diverse sectors.

Theoretical foundations
DBI Poland includes series of interactive lectures and workshops on the key aspects which shape business reality of Poland, i.e. regional macroeconomics, human resources potential and management, legal regulations, support agencies, social and cultural specifics.

We aim to make sure that you get essential, up-to-date knowledge of the subject, delivered by renowned experts and by top-quality standards.

On-site experience
DBI Poland includes field trips to a selection of companies, which provide a diversified and real-life picture of Polish business environment.

We aim to make sure you get an opportunity to witness how businesses in Poland operate on daily basis, talk with business leaders and make valuable professional contacts.

Cultural immersion
DBI Poland includes sightseeing and social events, which supplement the business view of Poland with a more general perspective and enhance the networking opportunities provided in the programme.

We aim to make sure you get in touch with the bits & pieces of our local cultural heritage, and have a great time!
KEY BENEFITS

DBI Poland provides you with:
- Intense immersion into local business reality
- Practical insight into the specifics of local business activities
- Real-life interaction with a different culture
- Networking opportunities with business high-flyers
- Unforgettable academic adventure

TESTIMONIALS

The DBI Poland was an excellent program. The opportunity to meet transformational regional leaders, learn from top faculty, visit global corporations in Warsaw and become acquainted with the culture was a memorable educational experience for our students.

W. Kyle Cunnigan, Senior Director
Office of Student Engagement and International Programs, Leonard T. Stern School of Business
Programme design

DBI Programme schedule is designed in direct cooperation with institution interested in the programme. It takes just a few steps to get your tailored DBI Poland curriculum:

1. Specify your ideas & objectives
2. Receive draft curriculum
3. Adjust to get the final product
4. Enjoy!

Themes

Two themes are available:

- **General DBI**, providing an overview of business opportunities in Poland
- **Specialized DBI**, highlighting business opportunities in a particular sector/industry

Duration and ECTS/credits

The programme might last for one to three weeks, and be delivered either on continuous or modular basis. The average number of ECTS/credits gained within one week is 3/1.5.

Let’s get in touch to design the DBI curriculum that suits your objectives!

Please contact us: dbi@sgh.waw.pl
SGH WARSAW SCHOOL OF ECONOMICS

SGH Warsaw School of Economics (est. 1906) is the oldest and the highest ranked university of economics and management in Poland. It is famous for its tradition, flexible adjustments of programmes to students’ needs, unquestionable education level, and successful alumni who play essential roles in shaping Polish political and economic reality.
FACTS AND FIGURES

cooperation with business:

network of 5000+ reputable companies

local leader on the executive education market:

N°1 B-school in Poland

long-standing, worldwide academic relations:

330 schools in 60+ countries

world-class academic capacity:

750+ faculty
CONTACT US

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