



NEW EUROPE INVESTMENT ROADMAP POLAND TO PORTUGAL SUMMIT

May 25th 2007, Cascais, Hotel Miragem, Portugal

DRAFT PLAN

Partners: PKPP Lewiatan, AIP-CE, ICEP, CIP, API

Patrons: Polish Embassy in Lisbon, Portuguese Embassy in Warsaw, Ministry of Economy of Poland and Portugal, Foreign Chambers of Commerce, Present of Poland, Association of Polish Cities, City of Warsaw, City of Krakow, Warsaw Destination Alliance

Media Partners: Forbes, Newsweek, Business TV, The Warsaw Voice, Puls Biznesu, TOK FM, Gazeta Prawna, PAP, Polish Market, The Warsaw Business Journal, Biznespolska, Manager Magazine, Unia & Polska, Poland Monthly, Outsourcing Magazine, WIK English Edition, Bankier.pl, Gowarsaw.eu, PMR

Invited Media: Portuguese media, TVP1, TVN 24, TV Polonia, Rzeczpospolita, Financial Times

Participants: Government representatives, investment agencies, chambers of commerce, financial institutions, media, top management of companies from the following business sectors: banking, capital markets, real estate, construction, infrastructure, logistics, transport, retail, consulting, law, IT, telecom, consultancy, outsourcing, HR, trade, services, manufacture, tourism

The event will offer a unique opportunity for business, government and the media to shape the business and economic agenda in the forthcoming period of the Portuguese EU Presidency. The Forum's platform provides a powerful stage to engage together, exchange views and ideas, plan business expansion and tighten business, economic and cultural relationships.

The focus will be on Poland - the heart of the CEE region- as one of the most important destinations for business expansion for the more mature EU state members.

The event will highlight the opportunities how to bridge the two ends of EU. However, the main accent will be put on the Polish - Portuguese bilateral relations with an aim to boost deeper involvement.

The main features will include panel discussions and roundtables with key figures from the Portuguese and Polish Government, EU representatives and the business community, covering crucial issues and challenges that confront investors.



In particular, the focus will be on the following areas:

- An insight to what the Portuguese EU Presidency has to offer to the European business
- What are the main obstacles for business in the EU - that should be addressed to the the Portuguese EU Presidency
- How to bridge the gap from Poland to Portugal - the two extreme points of Europe
- The need to expand EU business into CEE - Poland, the heart of the region is open for Europe
- The untapped potential of the CEE business in the EU
- Poland's opportunities in Portugal
- The success of Portuguese Business in Poland
- Poland's offer towards investors
- Roundtable on Business Financing, Business Consultancy, HR and Legal Aspects of Investments
- Workshops on Construction and Infrastructure, Real Estate Development, Retail Distribution, Trade and Services, Hotels and Tourism

DRAFT OF AGENDA

- | | |
|--------------|---|
| 9.00 - 9.30 | WELCOME SPEECH

<i>EU Parliament</i>
<i>Basilio Adolfo de Mendonça Horta da Franca (President, API)</i>
<i>Elisio Alexandre Soares dos Santos Chairman (Jeronimo Martins Group)</i> |
| 9.30 - 9.45 | What will the Portuguese EU Presidency - do for business in the EU

<i>Portuguese Ministry of Economy</i> |
| 9.45 - 10.30 | Business Attitude towards the Portuguese EU Presidency - Comment

<i>Moderator: Martyn O'Reilly (Managing Director, Saltire International)</i>
<i>João Gomes Esteves (Vice-President of AIP-CE and CIP)</i>
<i>Henryka Bochniarz (President, Polish Confederation of Private Employers LEWIATAN)</i> |



10.30 - 11.15 **PLENARY: ECONOMIC, BUSINESS AND CULTURAL RELATIONS IN THE NEW EUROPE - THE ROAD BETWEEN POLAND AND PORTUGAL**

*Moderator: Jan Cieński (Warsaw bureau chief of the Financial Times)
Dorota Ostrowska-Cobas (Consull, Polish Embassy in Lisbon)
José Duarte Sequeira e Serpa (Ambassador, Portuguese Embassy in Warsaw)
Marcin Korolec (Deputy Minister, Polish Ministry of Economy)
Witold M. Orłowski (Chief Economic Advisor, PricewaterhouseCoopers Polska, Former Chief Advisor to the President of Poland)*

11.15 - 11.30 **COFFEE BREAK**

11.30 - 12.30 **PLENARY: WHAT THE HEART OF EUROPE HAS TO OFFER - CHALLENGES AND OBSTACLES FOR INVESTORS**

*Moderator: Jan Cieński (Warsaw bureau chief of the Financial Times)
Jeronimo Martins (Board)
Francisco de Lacerda (Board Member, Millennium bcp)
João Azevedo Coutinho (CFO, Brisa)
Chief Executive Officer, Brisa Access Electronica Rodoviaria)
Richard Petersen (Managing Partner, Cushman & Wakefield)
Luis Amaral (President, Eurocash)
Mota- Engil (Board)
MSF (Board)*

12.30 - 13.30 **PRESENTATIONS: UPDATE ON INVESTMENT OPPORTUNITIES AND OBSTACLES IN POLAND**

What's going on in retail distribution? Future of Retail distribution driven by 40 million consumers
Pedro Silva (CEO, Jeronimo Martins Dystrybucja)

Mergers and Acquisition
Domański, Zakrzewski, Palinka

Investment / Corporate Banking
Francisco de Lacerda (Board Member, Millennium bcp)

13.30 - 14.15 **LUNCH BREAK**



14.15 - 15.45

THEMATIC PANELS AND WORKSHOPS - BLOCKS

Speakers representing companies from specific sectors will talk about the development of specific sectors and investment prospects. They will also answer all questions that may be raised.

14.15 - 15.45

BLOCK 1 - ROOM 1

Legal Aspects of Investments -	<i>Law Firm</i>
How to Run Business in Poland -	<i>Deloitte</i>
BPO Investments -	<i>CB Richard Ellis/City of Cracow</i>
Profile and Attitude -	<i>Grafton/Splengerfox</i>
	<i>Wiercinski, Kwiecinski, Baehr</i>

BLOCK 2 - ROOM 1

Real Estate Development -	<i>Cushman & Wakefield/Linklaters</i>
Hotels & Leisure -	<i>WDA Leading /Hotels</i>
Tourism -	<i>Polish Tourism Agency</i>
	<i>Law Firm</i>

BLOCK 3 - ROOM 2

Retail Distribution -	<i>Jeronimo Martins</i>
	<i>Eurocash</i>
Export - Import -	<i>ICFP-Polska</i>
	<i>Ministry of Economy</i>
	<i>Law Firm</i>

BLOCK 4 - ROOM 2

Infrastructure -	<i>Ministry of Transport</i>
Construction -	<i>Brisa</i>
	<i>Mota - Engil</i>
	<i>MSF</i>
	<i>Wiercinski, Kwiecinski, Baehr</i>