

Newsletter

NO 2/2025



OUR NEWS

Law:

- Compensation for debt recovery costs versus the value of the subject matter in dispute
- Copyright what to note?
- Assessing the counterparty's ability to pay

Our Partners:

- PAGERO: Digital Revolution in Invoicing EU's ViDA and Poland's KSeF
- SARBA MARKETING: How can foreign companies prepare to enter the Polish market?
 Marketing and communication as the key elements of success. Recommendations and Case Study.



AUTHOR: ATTORNEY AT LAW JUSTYNA BARTNIK

NO 2/ 2025 NEWSLETTER

COMPENSATION FOR DEBT RECOVERY COSTS VERSUS THE VALUE OF THE SUBJECT MATTER IN DISPUTE



In business transactions, the collection of overdue monetary obligations from debtors generates additional costs for creditors. With this in mind, the legislator has introduced mechanisms aimed at reimbursing the legal fees that creditors have paid in connection with debt recovery. One such mechanism is compensation for debt recovery costs. However, claiming the recovery of costs in court proceedings gives rise to certain complications. These complications involve including this claim in the value of the subject matter of the dispute; this causes certain discrepancies in case law and has significant consequences for the course of court proceedings.

Compensation for debt recovery costs

Compensation for debt recovery costs is a fixed sum that a creditor may claim from a debtor in the event of a delay in payment for goods delivered or services provided. Its purpose is to cover the minimum administration fees and collection costs that the creditor needed to pay in order to recover the debts. Importantly, recovery is possible only in relations between businesses and only when it relates to a commercial transaction, i.e. a contract for the supply of goods or services for consideration, which has been concluded in connection with their business activities.

The amount of compensation is expressed as a fixed amount depending on the value of the overdue monetary claim:

- 1) EUR 40 where the value of a monetary claim is up to PLN 5,000;
- 2) EUR 70 where the value of a monetary claim is more than PLN 5,000 but less than PLN 50,000; and
- 3) EUR 100 where the value of a monetary claim is PLN 50,000 or more.

The PLN equivalent is determined using the average EUR exchange rate announced by the National Bank of Poland on the last working day of the month preceding the month in which the monetary claim became due. It should be noted that the creditor may benefit from this entitlement

without having to prove that it actually incurred the costs of recovering the debt in that amount.

Value of the subject matter of the dispute

One of the formal requirements for claiming the recovery of costs is indicating the value of the subject matter of the dispute. This is of fundamental importance for other procedural steps. It is worth noting here that the value of the dispute affects: (1) the jurisdiction of the court, i.e. whether the case will be heard by a district court or a regional court; (2) the amount of court fees to be paid by the claimant; (3) the amount of the costs of the proceedings after the court proceedings are concluded, in particular the amount of the attorneys' fees; and (4) the possibility of lodging a cassation appeal.

Pursuant to Article 19 § 1 of the Code of Civil Procedure, the value of the subject matter of the dispute is, as a rule, a specified amount. At the same time, Article 20 of the Code of Civil Procedure adds that interest, benefits and costs claimed in addition to the principal claim are not included in the value of the subject matter of the dispute. In the context of the wording of these two articles, there are some doubts as to whether compensation for the recovery of costs should be included in the value of the subject matter of the dispute.

Arguments against including compensation in the value of the subject matter of the dispute

Some courts and legal scholars take the view that compensation for debt recovery costs, like interest and litigation costs, is ancillary (incidental) to the principal claim for payment. This means that it is not part of the principal debt itself, but is claimed by the claimant "in addition" to the principal claim.

Furthermore, its nature is also evidenced by the fact that, like other ancillary claims, it may be claimed independently, even in separate proceedings, in which case it loses its status as an ancillary claim within the meaning of Article 20 of the Code of Civil Procedure.

Therefore, in such a situation, it should not be included in the value of the subject matter of the dispute.

However, it may also be the case that the compensation becomes part of the principal claim because the claimant requests that interest be awarded on it. Applying interest to the claim in this way will lead to a situation where the compensation will no longer be claimed "in addition to" the principal claim, but together with it as an independent principal claim on which interest is claimed. In that case, its value will be added to the value of the subject matter of the dispute, but this will be due to the appropriate formulation of the claim by the claimant.

Arguments for including compensation in the value of the subject matter of the dispute

However, in case law and legal doctrine, there is a view that, regardless of how the claimant formulates the compensation for debt recovery costs cannot be treated as a cost under Article 20 of the Code of Civil Procedure and should always be added to the value of the subject matter of the dispute. Proponents of this view argue that compensation is quasi-damages, which constitute a separate claim. Therefore, its value should be, under Article 21 of the Code of Civil Procedure, added to the principal amount. In this context, it is irrelevant whether the claimant demands interest on it or how the claim is formulated.

Summary

The issue of including compensation for debt recovery costs in the value of the subject matter of the dispute is therefore not clearly resolved in the case law of Polish courts. There are arguments both for and against including this amount.

This discrepancy generates practical problems and legal uncertainty for the



COMPENSATION FOR DEBT RECOVERY COSTS VERSUS THE VALUE OF THE SUBJECT MATTER IN DISPUTE

parties to civil proceedings, in particular the claimant, who, at the initial stage, must take into account the possible delay in the examination of their case and the need to pay a slightly higher court fee.

Therefore, at the stage of filing a lawsuit, it is worth specifying precisely whether the compensation sought for debt recovery costs is treated as a separate claim or as part of the main claim. In the former case, it should be listed in a separate section of the statement of claim and its separate nature should be briefly justified,

emphasising that it should not affect the value of the subject matter of the dispute. Although this will not always protect the claimant from a possible summons from the court and the need to pay additional court fees, it will increase the chances of convincing the court of the validity of the legal stance.

Your contact.

Justyna Bartnik attorney at law justyna.bartnik@ecovis.pl





COPYRIGHT - WHAT TO NOTE?

Whether at work or in our private lives, we all come into contact with copyrighted works to a certain degree, for example when reading a book, listening to music or watching a movie. At the same time, some people are copyright owners as well as users. Below, we set out some important issues that you should be aware of if you are the author of a creative work, or if you enter into an agreement with the author, e.g. a copyright transfer agreement.

What can be copyrighted? Are there any exceptions?

First of all, it is important to know the definition of creative work, as they are copyrighted.

A creative work is any product of creative activity of an individual character, regardless of value, purpose or the form in which it is expressed. The law gives examples of such works, including those expressed in words, mathematical symbols or graphic signs (such as literary, journalistic, scientific, cartographic and computer programs); works of visual art; photographic; violin-making; industrial design; architecture, including urban and spatial planning; musical and musical-literary compositions; stage, musical-stage, choreographic and pantomime works; as well as audiovisual works, including films.

Are there any exceptions?

Despite this broad view of what can be copyrighted, the legislation explicitly states what cannot receive protection. The exceptions are:

- discoveries, ideas, procedures, methods and principles of operation and mathematical concepts (only the manner of their expression may be copyrighted);
- normative acts or official drafts;
- official documents, materials, signs and symbols;
- published patent or protective descriptions;
- simple press releases.

Can a creative work created with artificial intelligence (e.g. ChatGPT) be copyrighted?

The creation of a text, e.g. for a newsletter article, by entering 'prompts' – i.e. guidelines for the creation of the respective content –

into ChatGPT is not protected under copyright law

The creator of a protectable work can only be a person, and one that has had a decisive influence on the creation of the work (creative activity).

Does the situation of a person on an employment contract and a person on a B2B contract differ in terms of copyright?

The situation of employees who create copyrightable works is regulated by the Polish Copyright and Related Rights Act (ustawa z dnia 4 lutego 1994 r. o prawie autorskim i prawach pokrewnych) (the "Copyright Act"), in particular Articles 12, 13 and 74. These set out that, if the employment contract does not contain any provisions relating to copyright, the provisions of the Copyright Act apply.

For example, according to Article 74 point 3 of the Copyright Act, in the case of computer programs created by an employee in the context of an employment relationship (programmer) – the economic rights vest in the employer (unless otherwise specified by the parties in the employment contract). This means that the employer immediately acquires the copyright to the computer program (primary acquisition).

In the case of anyone working on the basis of a contract of mandate or a B2B contract, the issue of copyright resulting from the performance of the contract has to be explicitly regulated in the contract of mandate/B2B contract or in a separate contract, as the Copyright Act does not provide for them in the same way as for employees.

How are copyrights transferred effectively?

With the exception of the situation of employees, which is regulated in the Copyright Act, the transfer of copyright must be in written form or will not be valid (Article 53 of the Copyright Act).

Written form is understood as signing a paper agreement with a traditional electronic signature, or signing an with a qualified document electronic complying signature eIDAS with standards.cym.



This means that signing a copyright transfer agreement with a trusted profile, DocuSign (ordinary electronic signature), signing a scan of the agreement or inserting a signature will cause the copyright transfer agreement to be invalid, as these are not considered written forms.

In practice, this means that the agreement does not exist and therefore no transfer of copyright will be effective.

What is the difference between economic rights and moral rights?

Copyright protects two types of rights: economic rights and moral rights.

Economic rights to a work define the exclusive right of the author to use and dispose of the work in all fields of exploitation, and to receive royalties or other payments for the use of the work.

Moral rights can be transferred by inheritance or by contract (e.g. B2B, work contract, commission contract, sales contract, etc.).

Moral rights are the author's non-economic rights and last indefinitely. They protect the author's connection with a work, and specifically the right to:

- claim authorship of the work (the right of paternity or the right of attribution);
- ensure the author's name is credited or to have a work published anonymously or pseudonymously;
- protect the integrity of the content and form of the work and its fair use;
- decide on making the work available to the public for the first time;
- supervise the manner in which the work is used.

The Copyright Act (Article 16) explicitly states that authors cannot waive or transfer (sell) their moral rights.

Your Contact:

Agnieszka Słowikowska attorney at law agnieszka.slowikowska@ecovis.pl



AUTHOR: ATTORNEY AT LAW MICHAŁ SOBOLEWSKI

ASSESSING THE COUNTERPARTY'S ABILITY TO PAY



ECOVIS'

In our previous article on assessing creditworthiness, we outlined one method for checking the financial standing or potential indebtedness of prospective business partners by using economic information bureaus (BIG).

In this article, we focus on other publicly available tools that businesses can use to assess the financial risk associated with potential clients. Access to these tools is free of charge and the findings can protect you from losing money, joint and several tax liability, or cooperation with a shell company.

Repository of Financial Documents verification of financial statements

The Repository of Financial Documents (Repozytorium Dokumentów Finansowych, RDF) is a sub-service of e-KRS, where companies submit their annual reports (a balance sheet, profit and loss account and cash flow statement) along with resolutions on profit distribution. These are easily downloadable in PDF format with just the KRS number. Anyone can check a company in this register by going to the KRS financial documents browser: ekrs.ms.gov.pl and clicking on "Free search and download of financial documents" then entering the KRS number of the contractor. This will give access to the latest financial statements and accompanying resolutions.

If the company does not submit such documents, this is the first sign that the contractor may be unreliable. It is good practice to download the last three years of reports and enter the data into a simple spreadsheet. This will allow you to see trends (e.g. growing liabilities or falling margins) rather than just a one-time "snapshot." It is also worth taking a look at the auditor's opinion, as reservations can be a valuable source of information

The financial statements can primarily be used to verify the net profit/loss (whether profits are stable or plummeting), equity (the company's resources), short-term liabilities and cash flow from operating activities.

MSiG + KRZ – public announcements about the company's operations

Court and Business Gazette urgent announcements

Among various other things, the Court and Business Gazette (Monitor Sądowy i Gospodarczy, MSiG) publishes announcements about the opening of restructuring proceedings, mergers, liquidations and the appointment of a courtappointed administrator. Importantly, this information may appear here several days before the formal entry in the National Court Register. In such situations, every day can be crucial for recovering money.

National Debt Register - official ranking of debtors

Since the end of 2021, all bankruptcy and restructuring proceedings as well as bans on performing business activity are reported to the National Debt Register (Krajowy Rejestr Zadłużonych, KRZ). The krz.ms.gov.pl portal allows anyone to view a list of cases against a company, a member of the management board, or even a proxy without even logging in. Simply open the "Proceedings search engine" tab and enter the company's KRS number. After creating an account on the portal, a contractor can be added to the "watch list." This is a valuable tool that sends you an email notification in the event that new proceedings are initiated.

List of VAT payers + VIES - two minutes that can save you tax costs

Polish list of VAT payers - the White List

The White List maintained by the National Revenue Administration (Krajowa Administracja Skarbowa, KAS) contains: taxpayer status (active/exempt/deleted), dates of changes and company account numbers. Why is this important? Because a payment of over PLN 15,000 to an account outside the White List exposes you to the risk of being jointly and severally liable with your business counterparty for VAT. Furthermore, if the contractor was deregistered on the invoice date, the tax office may challenge your right to deduct tax.

Verification is very simple, as all you need to do is enter the contractor's tax identification number (NIP). After verification, it is worth downloading an official confirmation of reading, or a PDF with the whitelist details as at the date of payment, and keep it on file. In the event of a tax inspection, this is the simplest way to demonstrate proof that you have acted with due diligence in verifying your counterparty.

EU VAT payers list - when a contractor buys or sells in the FU

If your business counterparty is based in another EU Member State, check their details in VIES (VAT Information Exchange System), a search engine

run by the European Commission. The VIES database confirms whether a given EU VAT number is active in the system. This is very important if you conduct transactions with entities from EU Member States because, if the contractor declares "reverse charge" or "0% VAT" on intra-EU supplies, the lack of "valid" status in VIES may be a warning sign to issue a gross invoice.

Central Register of Beneficial Owners

The Polish Central Register of Beneficial Owner (Centralny Rejestr Beneficjentów Rzeczywistych, CRBR) is a public register of individuals who have direct or indirect over companies ("beneficial owners"). Available at crbr.podatki.gov.pl This tool allows you to check whether the contractor is the same person you have conducting negotiations (countering the risk of "front companies"). It also makes it easier to assess links, e.g. in a situation where the same beneficiary controls both a supplier and a competitor. In certain specific situations described in the Polish AML Act, some entities are even required to verify their contractors in this system and even report any detected suspicious transaction.

Summary

Today's businesses can take advantage of various publicly available tools to carry out the basic verification of contractors. These include RDF, MSiG with KRZ, the VAT White List with VIES and CRBR. Each of these shows the company from a slightly different perspective: financial statements reveal its actual financial standing, announcements reveal current problems or organisational changes, VAT registers confirm the correctness of tax settlements, and the list of beneficiaries reveals the people actually benefiting from a given activity. They share several common features: they are free, available online at any time, and allow you to build a reliable "risk profile" of your business partner in just a few minutes.

Your Contact.

Michał Sobolewski attorney at law michal.sobolewski@ecovis.pl





AUTHOR: PAGERO NO 2/ 2025 NEWSLETTER

DIGITAL REVOLUTION IN INVOICING –EU'S VIDA AND POLAND'S KSEF



In March 2025, the Council of the European Union approved the **ViDA** package (VAT in the Digital Age). Subsequently, in April of this year, the Ministry of Finance confirmed the implementation schedule for the National System of e-Invoicing **(KSeF)** in 2026.

Both projects signify a revolution in invoicing for Polish entrepreneurs, who will need to ensure their daily business processes comply with the new regulations, both domestic and EU-wide. Let's take a closer look at these projects.

What is ViDA?

ViDA is a set of regulations introduced by the European Commission to update the current VAT system and adapt it to the digital age. It aims to ensure fair and effective VAT collection for companies selling goods or services to customers in the European Union, regardless of their location.

ViDA applies to all commercial transactions involving goods or services to EU customers, whether cross-border or not. The ViDA package comprises three pillars, which will be implemented gradually between 2028 and 2035. This phased implementation is intended to facilitate a smooth adaptation process for both member states' tax administrations and taxpayers.

The first pillar is Single VAT Registration, simplifying obligations for some taxpayers operating in multiple member states. The second pillar addresses the taxation of services provided via digital platforms. The third pillar introduces new rules for real-time reporting of intracommunity transactions and the use of structured electronic invoices (Digital Reporting Requirements - DRR). From July 1, 2030, businesses will be required to issue cross-border invoices in an EU format compliant with the ViDA reform.

By January 1, 2035, the EU e-invoicing standard will cover both intra-community and domestic transactions.

KSeF comes first

Many wonder whether the ViDA proposal will alter existing e-invoicing models that are already mandatory or planned in many countries. The short answer is yes, but it will depend on the current status and implementation of e-invoicing/DRR. Each member state must ensure its implementation aligns with the ViDA proposal. This includes Poland's mandatory e-invoicing system, the KSeF platform. The KSeF implementation schedule has undergone dynamic changes, but in April this year, the Ministry of Finance confirmed the dates: from February 2026, it will be mandatory for large taxpayers (whose gross sales value for 2025 exceeded PLN 200 million, including tax), and from April 1 for others (except the smallest, digitally excluded ones, who will be covered by KSeF in January 2027). Our existing invoicing processes will thus undergo two major revolutions – first nationally, then EU-wide.

Obligations and benefits

The planned new regulations in the form of ViDA and KSeF are expected to bring numerous benefits to businesses. Forecasts indicate that by 2025, nearly 80% of organizations worldwide will need to transition to electronic invoicing, whether due to legal obligations or in response to business partner demands.

With the upcoming mandatory implementation in countries like France, Poland, and Spain, this trend is evident, and the benefits are substantial. Transitioning to immediate digital reporting can significantly reduce VAT fraud cases.

Additionally, both projects aim to accelerate the adoption of digital technology, unlocking inherent benefits of digital transformation, such as improved operational processes,

increased efficiency, and reduced operational costs. This is not just a trend but tangible benefits for modern businesses.

ViDA vs. KSeF

Implementing both systems poses challenges for Polish entrepreneurs. For instance, the ViDA package requires electronic invoices to comply with the European standard to ensure system interoperability across member states.

The goal of ViDA is to introduce a consistent and unified invoicing method throughout the EU. However, the structured Polish invoice in the form of an XML schema issued in KSeF is not compatible with the European e-invoice standard.

There is concern among entrepreneurs that with the implementation of ViDA, the KSeF system architecture will undergo significant changes, and Polish taxpayers will need to adapt already implemented KSeF functionalities to the EU system. Alternatively, there might be a need to issue invoices in both systems simultaneously.

There are many concerns. The advantage is that Poland will have until 2035 to align its solutions with EU standards. ViDA provides a transitional period for member states that, like Poland, obtained approval to introduce e-invoicing before January 1, 2024, or have already implemented it. The Ministry of Finance reassures that entrepreneurs will not have additional obligations related to the ViDA package implementation, citing their active participation in modifying the EU structure. Polish entrepreneurs should certainly monitor the developments of these two projects. It's also worth adopting a more proactive business approach.

How to prepare for the new regulations?

As changes driven by ViDA and KSeF loom on the horizon, companies can adopt various strategies. However, the most significant benefits stem from collaborating with a service provider possessing expert knowledge of multiple regions and utilizing flexible technology. This ensures not only operational consistency but also capitalizes on specialized knowledge in global regulatory compliance. Therefore, key financial decisionmakers — CFOs, heads of finance departments, or tax managers — should consider whether there is a single



service provider proficient in navigating the complex requirements of ViDA, KSeF, and other global legal obligations. It's also advisable to start preparing for these regulations well in advance, as they will require comprehensive changes not only in IT but also in internal processes, procedures, and contracts. It's best to begin preparatory work now by analyzing current processes system gaps for necessary modifications, as the fundamental assumptions of KSeF and ViDA are known and should not undergo drastic changes. Companies wanting to understand how to adapt to these new local and global einvoicing requirements are invited to contact us. Let's develop a transformation strategy for your company together.





















SARBA | marke | TH ! NK

AUTHOR: KATARZYNA SARBA NO 2/ 2025 NEWSLETTER

HOW CAN FOREIGN COMPANIES PREPARE TO ENTER THE POLISH MARKET? MARKETING AND COMMUNICATION AS THE KEY ELEMENTS OF SUCCESS.



RECOMMENDATIONS AND CASE STUDY.

If you're reading this article, you're probably considering expanding your business abroad and your eyes are on Poland. That also means you already have a great product - perhaps even a top-seller in your local market

Congratulations! But as you venture into new territory, especially one as dynamic and complex as Poland, success hinges on much more than your product alone.

On a matured and developed market such as Poland (saturated and competitive), marketing is just as important as the product itself, if not more so. Without appreciation of its role in the Go-To-Market strategy, even the best products may fail to gain traction.

Polish economy is in full swing, the market is emerging, becoming a natural business destination for many companies.

But going into a new country without a local partner, without knowing the market, or without a solid strategy - it's a recipe for failure. Don't go there unarmed.

So, how do you prepare for entering a new market like Poland?

Solid plan first!

I'm a strong advocate of the "small steps" approach in a business strategy - constantly testing new initiatives on a small scale first. This approach allows for an easier and relatively painless exit if needed, while also minimizing potential losses.

For me, strategy is simply a general direction - a plan that should be adjusted or pivoted as needed.

When comes to marketing and communication keep in mind that Poles tend to buy from other Polish companies. But this isn't just a Polish thing - it's true for most markets. Clients and customers trust local brands and local case studies. They might consume social media in different way, the customer ways of behaviour might vary. So Don't underestimate the cultural localization - your message need to be adapted significantly to resonate with Polish customers.

To keep things simple for this article, I'll try to tackle this in a structured way, because the strategy should answer four key questions:

What do we want to communicate?

To answer this, we must define our audience (i.e., the client), the message we want to convey, and the reason behind it.

Why are we doing this?

Get crystal clear on your goals. Are you entering Poland for growth? Diversification? Innovation opportunities? Your objectives will shape every other decision you make.

How?

Identify the right marketing and communication channels. Should you invest in paid media? Organic content? Events? PR? Maybe all of the above?

At what cost?

And by this, I don't just mean the marketing budget - even if you invest your own time, it's still a cost. Make sure you account for all resources needed - financial and human alike.

Why I stress out so strongly the role of marketing and communication?

The answer is at the beginning of the article: Poland is very competitive and developed market and if you'll go there unprepared, you'll fail in the pool of strong competition.

Local Partners: the hidden superpower

One of the most critical components of entering the Polish market are local partnerships.

I have personally conducted a series of interviews with foreign CEOs and business leaders (you can read them HERE). Whenever I ask entrepreneurs who have successfully entered the Polish market about their biggest challenges, they almost always mention one thing: "finding the first contact" or "finding a reliable partner."

Having local partners will open many doors for you. They understand the market's ins and outs, cultural nuances, and can guide you through the complexities of doing business in Poland. Their insights help you avoid costly mistakes and adapt your strategy effectively.

A reliable local partner can help you:

- Navigate regulatory and bureaucratic systems
- Understand customer behaviors and preferences
- Avoid common mistakes made by newcomers
- Build credibility faster

So, before you launch, start building your network. Use LinkedIn. Attend Polish business events. Engage with industry groups. Don't wait until you open an office - start well in advance.

In short, probe the "waters" before fully committing to a go-to-market strategy.

Case Study: Geobear - from unknown to Market Leader

Below short case study of Geobear, a Nordic company providing innovative ground stabilization services through geopolymer injection technology. After being present in Scandinavia, UK, China decided to enter Polish market.

I was one of the very first and very "core" team members. The challenge was to build everything from scratch, but it was super exciting!

As Head of Marketing at Geobear, I had to prepare a local marketing strategy that introduced geopolimer injection services: an unknown but innovative method of ground stabilization to the a very traditional industry - construction and civil engineering.

This strategy needed to embrace 3 different audiences and I had to break up the communication into B2C, B2B customers and yet to Infrastructure audience.

We literally started from scratch. Some of the initial hurdles included:

- Lack of awareness about geopolymer technology
- Scepticism toward foreign solutions
- A highly conservative target group (engineers loyal to traditional methods)

However, Geobear from the very beginning presented very strong commitment to marketing and understand it's importance in the successful market acquisition.

They were also very well prepared in terms of budget.

The result? A strong brand presence and market leadership. In fact, the Geobear name became almost synonymous with geopolimer injections in the local market!

When I interviewed Asim Shaikh, Managing Director of Geobear Poland and Nordic,



RECOMMENDATIONS AND CASE STUDY.



about his market entry insights (full interview HERE), that's what he recalled:

"A company entering a new market should have a long-term strategy, balancing short-term wins with sustainable growth. The first year is often about brand positioning, building trust, and learning from mistakes and fine-tuning the business model. If revenue doesn't come immediately, it's important to assess key performance indicators beyond just new sales - such as pipeline, customer engagement, generation, and market adoption. Companies should set clear milestones and evaluate progress regularly. If there are strong indicators of future potential - such as growing interest, partnerships, or a positive response from early customers -it makes sense to continue investing. However, if after a defined period there's little traction despite efforts, it may be time to reassess the approach or shift focus."

...So, final thoughts:

Entering a new market is never easy, but with a well-thought-out strategy, the right partners, and a solid marketing and communication plan, you can significantly increase your chances of success in Poland.

Start early. Stay flexible. And above all invest in marketing and relationships as much as you do in your product.

Good luck!

Your Contact:

Katarzyna Sarba Mktg Management katarzyna@sarba.marketing



https://sarba.marketing/

Your fractional/Interim, Marketing Manager. Strategies and execution to scale up your business. Market entry partner.

I help foreign companies launch their business in Poland, including marketing and sales, but also finding legal and accounting suppliers, as well as partners and distributors to their products.



DO YOU HAVE ANY QUESTIONS?

WE LOOK FORWARD TO RECEIVING A CALL OR A MESSAGE FROM YOU

ECOVIS LEGAL POLAND MULTAN, PRUŚ AND PARTNERS LAW & TAX FIRM

8 BOBROWIECKA STREET 00-728 WARSAW + 48 690 050 632

email: warsaw-law@ecovis.pl

