



POLAND & INDIA BILATERAL RELATIONS

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CENTRE
FOR INTERNATIONAL
RELATIONS

Special publication on the inauguration of the direct flight Warsaw-New Delhi.



From the Editor

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The European Union and the Indian Union need each other in order to better understand the global world and to find answers to its challenges. India, presently is not of key importance to Europe, nor is the European Union significant in terms of India's political aims. Both unions' view of the other's potential is hampered by stereotypes and an underestimation of the other's importance in the world. The list of common issues is a long one. Both entities wish to play an important role in the newly emerging network-based international order and they can work together in this area.

In the present century, this relationship, however, to be based on new premises. The EU-India cooperation contains the following areas:

- Foreign policy
- Security
- Trade and Investment, Business & Economy
- Global issues and sector policy cooperation
- Energy
- Climate Change
- Education and Culture
- Employment and social policy
- Migration and mobility
- Human Rights
- Sustainable development
- Urban development
- Research and innovations
- Information and communication technologies
- Transport
- Space

New ties can be established through the **reinforcement of relations between India and countries of East-Central Europe**. The latter are not burdened by

a colonial past and are sensitive to matters of independence, they understand the socialist legacy of the Republic of India's first years better than the West does, and their approach to family, spiritual and social values is similar to India's.

Poland – the largest country of this region – can play a crucial role in this dialogue and enable an enlarged Europe to understand and appreciate the new India and vice versa.

Also because there are many similarities between these two nations, such as 'Jugaad' – 'creative problem-solving'. It also denotes the ability to find a solution that gets around the existing limitations. This could be easily applied to the Polish society, characterised by its famous 'creative tension', which has helped the nation to survive despite the country's harsh history of over 1000 years. Today, this 'entrepreneurial focus' can help bring Poles and Indians closer. ●

Vibrant Poland & India

partnership to future

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MARCIN OCIEPA [SECRETARY OF STATE IN THE MINISTRY OF ENTREPRENEURSHIP AND TECHNOLOGY]

While the importance of Poland's trade and investment relations with India is growing, there is still considerable untapped potential for win-win deals.



POLAND'S EDGE

Poland's competitive advantage is modern technology – still cutting-edge but cheaper than in Western Europe. It is actually well adapted to the needs of India. Our relatively late arrival to the global economy enables us to leapfrog certain technologies as demonstrated by Polish financial sector, one of the most modern in Europe. There is well-developed R&D infrastructure and EU funds for innovation. **40 per cent of all start-ups in the region are based in Poland.** A business-oriented culture of start-ups delivered products of global quality, such as Polish CD Projekt's Witcher video games.

Products and technologies from Poland meet EU standards. We could offer India technologies ranging from biotechnology, environment protection, materials engineering to pharmacy and medical equipment. We are open to joint ventures as entrepreneurs from Poland obviously need partners from India.

Workforce in Poland is young and well-educated. People generally speak English and have strong work ethics. Poland is known for excellence in engineering and technological talent. Roughly **10 per cent** of university students in the European Union are based in our country. Poland is a stepping stone to the EU market.

SIMILARITIES

Despite the distance, people of Poland and India have much in common. Both nations are very much family-oriented. In India and Poland alike people are highly motivated, they want to achieve better standard of living, for themselves and their families. Our economies are the fastest growing in Asia and Europe respectively. India is the economic leader of South Asia and Poland is the largest market in Central and Eastern Europe (CEE).

Resourcefulness is one of the common features – it is quite popular in both India and Poland to find quick fix and simple solutions to the problems. Both countries have well-developed IT industries. What is more, coal is the key energy source. Even though we live very far from each other, we are closer than one may think.

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INVEST IN POLAND

Poland is highly appreciated by foreign investors. According to the EY's European Attractiveness Survey 2017, Poland was considered the 1st most-attractive destination for FDI in Central and Eastern Europe (CEE).

FTSE Russell agency changed Poland's classification from emerging markets into well-developed markets in 2018. So far, we are the only economy in the region that has been included in the group of developed economies.

In order to meet the expectations of Polish and foreign investors, the investment support system has been thoroughly rebuilt. It enables us to face challenges resulting from globalization and Industry 4.0 revolution.

The whole territory of our country is a special economic zone and incentives depend on the quality of investment.

Tax reliefs are now available across the entire territory of Poland. We have created the Polish Investment Zone to promote sustainable, long-term investments and offered tax incentives for R&D expenditures.

DIRECT FLIGHT

LOT Polish Airlines is launching a direct connection between Warsaw and New Delhi. For the first time India is directly connected with Central and Eastern Europe. As LOT Polish Airlines is also a member of the Star Alliance, like Air India, Indian passengers might also be able to gain better flight connections to Europe and the US. Every

European country is reachable within a 3-hour flight from Warsaw.

FOCUS AREAS

The economies of Poland and India are strongly complementary, we are not competitors. We should build on this. There are opportunities for Polish businesses in machinery and equipment, energy, coal mining, green technologies, waste management, food processing, ITC, smart cities and automotive industry, to name just a few.

Cooperation in infrastructure development, agriculture, support of small and medium-sized enterprises, digital transformation and fintech could be the focus areas as far as G2G relations are concerned.

POLICY CONVERGENCE

Currently Poland trades mostly with its neighbours and EU countries. Germany remains the main trading partner of Poland with roughly **30 per cent** share in our exports. To reduce the risk of being dependent on EU economy cycle, we need to go global and our strategic partnership with India could be a crucial part of this agenda. Policies of India (such as "Make In India" initiative and investment for infrastructure) and Poland meet halfway and businesses in both countries can benefit from it. ●

Fields of cooperation

4 ●

HARDEEP S. PURI [MINISTER OF STATE (I/C) FOR CIVIL AVIATION & HOUSING AND URBAN AFFAIRS,
MINISTER OF STATE FOR COMMERCE AND INDUSTRY, GOVERNMENT OF INDIA]



The civil aviation sector will be one of the pillars on which India will achieve its target of becoming a 5 trillion-dollar USD economy by 2024 and a developed nation by 2047. Growing at a robust rate of 17 per cent, at a market penetration of just 7 per cent, the sector created over 1 million direct and indirect jobs in the last ten years. With rising per capita incomes and policy impetus like the UDAN scheme, India's civil aviation sector is poised to become the third largest market in the world by 2024.

In this context, I note with great pleasure the inauguration of a direct flight between Delhi and Warsaw by LOT Polish Airline.

Poland is already India's largest trading partner in the Central Europe region – in the last ten years, trade between the two countries has grown seven-fold. The launch of a direct flight between the two national capitals will add further heft to this relationship, and I am expecting growth not just in trade and economic statistics, but also in tourism and cultural exchanges.

The Indian civil aviation sector will only benefit from direct connectivity with nations such as Poland and expect more airlines will follow in the footsteps of LOT Polish Airlines.

My congratulations and best wishes to the LOT Polish Airlines team on this historic occasion. ●

HARDEEP S. PURI
New Delhi, 01 August 2019



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Why Poland?

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H.E. PROF. ADAM BURAKOWSKI [AMBASSADOR OF POLAND TO INDIA,
A POLISH DIPLOMAT, POLITICAL SCIENTIST AND HISTORIAN]



India is also one of the most significant destinations for Polish foreign direct investments in Asia. There are several Polish companies that invest in India, build factories, produce their products on Indian soil with the help of Indian workforce. **All our companies present in India contribute also to the social development of the society.** They participate in various projects that promote education and safe, clean environment.

Our countries have special historical connections, including long tradition of Indian studies in Poland, shelter for Polish citizens in Valivade and Jamnagar during II World War, Stefan Norblin paintings in Jodhpur and many more. We shall name here also Wanda Dynowska and Maurycy Frydman who actively participated in the Indian national liberation movement. And let us not forget Jeremy John Bukowski, an Indian of Polish origin who twice represented India in Olympic Games.

Poland and India have always enjoyed a strong political, economic and cultural partnership, with our bilateral cooperation steadily increasing across all spectrums. Indeed, **India remains one of the most exciting destinations for Polish investments and trade in Asia.**

In 2018, the total value of bilateral trade between our countries rose to nearly 3 billion USD. The products and services offered by Polish companies to their Indian partners have become increasingly diversified, and now take into account food processing, IT and power generation.

Further strengthening of our bilateral economic cooperation can also be witnessed by the growing number of agreements, memorandums of understanding and official high-level governmental visits between officials of both countries in recent times.

Furthermore, India remains one of the most popular tourist destinations for Poles in Asia. In 2017 alone, more than 25,700 Polish tourists visited India. The launch of direct air connectivity between Poland and India will be a significant driver in increasing tourism and wider cultural exchanges between Poland and India.

I am sure that LOT's new direct flight services between Warsaw and New Delhi will act as a catalyst to increasing bilateral cooperation, while also cementing the growth in people-to-people contact between our two countries.

This is the historical moment. Let us remember September 2019 as a milestone in Polish-Indian relations. ●

Why India?

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H.E. TSEWANG NAMGYAL [AMBASSADOR OF INDIA TO POLAND]



years, grew by almost seven-fold over the last ten years, reaching over 3 billion USD in 2017, as per Polish Government statistics. Given the size of the two economies the current level of bilateral trade is much below potential. As per the latest statistics of Department of Industrial Policy and Planning, Government of India, the cumulative FDI Equity Inflow from Poland, as of March 2019, is 672 million USD. Torunskie Zakłady Materialow Opatrunkowych (TZMO) in Tamil Naidu (manufacturing hygiene and sanitary products) and CANPACK Poland in Aurangabad (manufacturing metal packaging) account for major portion of the Polish investment in India. Other important investors are Famur Group, Solaris (eco buses) and Ekolog (waste to energy). Indian investment is over 3 billion USD, if we include Arcelor-Mittal investment in steel plants in Poland. Other major investors are Infosys, HCL Technologies Ltd, UFLEX, Lumel, Escorts' Farmtrac, etc.

The resumption of Polish Airlines LOT direct flight on Warsaw – Delhi sector from 11 September 2019 is a landmark development in the relations between India and Poland as it will impact bilateral trade and commercial ties. The commencement of the direct LOT flight is also a reflection of the importance of the growing Indian market for expanding the footprint of Polish trade and investment in Asia.

The civil aviation industry in both India and Poland is one of the fastest growing industries. While Polish civil aviation industry continues to be the fast growing in Europe, the civil aviation industry in India has emerged as one of the fastest growing industries in recent years. India's domestic aviation market has emerged as the third largest in the world and it is expected to become the third largest air passenger market by 2024. The fast growing Indian civil aviation market would provide opportunities for LOT to increase its presence in India and beyond in Asia.

Poland is India's most important trade and investment partner in Central and Eastern Europe. The two-way trade has increased significantly over the

While Poland is the most dynamic economy in Europe, India has emerged as one of the fastest growing emerging economies in the world. We need to explore the synergies between the two economies in areas such as financial and IT services, food and agro-processing technologies and renewable energy, among others, to create win-win situation for all stakeholders. Though Polish businesses are resilient and flexible, their focus has been on the European market on account of geographical proximity. Indian businesses, in spite of the large domestic market, are keen to explore opportunities outside including Poland. Direct air connectivity will certainly encourage the businesses, especially those from Poland, to explore opportunities in respective economies. ●

Indian and European Unions

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MAŁGORZATA BONIKOWSKA, PHD [PRESIDENT OF CENTRE FOR INTERNATIONAL RELATIONS,
CO-FOUNDER AND PRESIDENT OF THINKTANK INSTITUTE]

Both the Indian Union and the European Union are almost 70 years old. During this time they have evolved from a vision that carries the masses, as is usual at the outset of great political projects, to daily laboriousness in the face of internal and external challenges.



is at the same time less and less stable. Both would benefit from stronger mutual relations – Europe as India's ally in the West and India as Europe's strategic partner in Asia. Both are at a crossroad and are searching for their place on the global chessboard in the new geopolitical conditions. Both can learn much from each other using existing political, economic and social solution models and from the experiences in their application.

The Indian Union and the European Union were both born out of a great vision. Europe sought peace and stability, whereas India wanted independence from a colonial power and unification of its puzzled political structure.

Globalisation and the growth of information and communication technology have brought continents closer not only in the geographical sense but the mental one as well. The fall of communism ended the bipolar division of the world and made possible changes on the political map of the world. In Europe this led to the unification of the artificially separated East and West into the European Union. In India, the economy was liberalised and reforms were introduced that opened up the market.

Today, both unions need to set new strategic goals in the emerging network-based world order, which

A political and economic alliance between the world's democracies would significantly strengthen the process of sustainable development across the globe. Closer cooperation between Europe and India could stimulate greater economic growth and mutual understanding. This would also help find solutions to the global challenges as well as to reduce tensions between the West and the Rest, especially when US-China relations are under severe stress.

The Visegrad Group (V-4) provides India an appropriate platform to engage with Eastern and Central Europe. All four nations (Poland, Hungary, Czech Republic and Slovakia) figure very high on the Human Development Index and have enjoyed rather steady economic growth. This applies especially to Poland, which had an impressive transformation and a constant GDP growth during the last 3 decades. Being the biggest of the V4, one of the Top 5 EU member states and in the Top 25 of the world economies, Poland presents to India a huge opportunity. ●

Old Continent needs India today

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J.J. SINGH [PRESIDENT & CEO WECO-TRAVEL, CENTRAL EUROPE,
CHAIRMAN OF THE INDO-POLISH CHAMBER OF COMMERCE AND INDUSTRY (IPCCI) IN WARSAW]

Entrepreneurship and resourcefulness are common traits of Poles and Indians. The similarity between Poland and India means, that Poland could play an important role in bringing the two continents together.



an opportunity to well-educated Human resources at a time when Europe is feeling a demographic crunch.

India stands today with a robust economy and most attractive emerging market for global partners (GP) investment, as per a recent market attractiveness survey conducted by Emerging Market Private Equity Association (EMPEA).

Annual FDI inflows in the country are expected to rise to 75 billion USD over the next five years, as per a report by UBS. The Government of India is aiming to achieve 100 billion USD worth of FDI inflows in the next two years. The World Bank has stated that private investment in India is expected to grow by 8.8 per cent in financial years 2018-19 to overtake private consumption growth of 7.4 per cent, and thereby drive the growth in India's GDP.

It is the mental barriers that are hardest to cross, though. Poles know this well, thanks to the experience of Poland's own transformation and accession to the EU. A similar experience of transformation and economic opening, a similar entrepreneurship and resourcefulness, a similar hunger for success and world recognition, and also the lack of points of conflict in their common history – all these mean that **Poland could play a certain role not only in business, but also in the political rapprochement of Europe and Asia.**

LOT Polish Airlines will surely act like an 'air bridge' to bring the two nations, community and business closer. ●

Both countries have gone through the crisis well, only slightly slowing; both have strong and independent economies and are beginning to be treated by the world as equal partners. **The path to Poland's and India's 'recognition' in the world has been similar.**

India is looking towards Europe now because it is seeking investment opportunities and ways to invest capital. Poland is a natural hub. Membership in the EU, lower labor costs than in the countries of Western Europe, and cultural likeness mean that manufacturing or BPO (business process outsourcing) investments of the greenfield type are being located chiefly in Central Europe.

Poland sees India as a strong business partner in Asia with 1.3 billion population where 50 per cent are below the age of 25. This gives not only immense market space for Polish products but also

Regional leaders

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ANDRZEJ TURKOWSKI [ANALYST, CENTRE FOR INTERNATIONAL RELATIONS]

Although playing in different “weight classes”, Poland and India are enjoying impressive results in economic development. Good economic conditions, together with efforts from both the governments create opportunities for enhanced business cooperation.

India entered the 21st century as an enormous market (over 1.35 billion citizens) with a dynamically growing middle class, which is expected to reach 585 million by 2025. The Republic of India is also the largest democracy in the world, with over 900 million people eligible to vote in General elections (three times more than in the United States).

By 2025, India is anticipated to have a **1 trillion USD** manufacturing economy. In recent years, the government introduced several measures to boost India’s industrial base, including “Make in India” initiative.

At the moment Indian industry, employs over **20 per cent** of the country’s work force, and produces around **29 per cent** of GDP. It is the service sector, which is the most important engine of the economy: giving work to over **30 per cent** of professionally active Indians and producing over **53 per cent** of GDP.

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India’s ranking in the 2018 Global Competitiveness Report 2018. In 2017 the country was ranked 63rd.

Source: reports.weforum.org.

Even though the Indian market offers unusual opportunities, cooperation is hindered by tariff and non-tariff barriers, red tapism (including complicated legal system), reported corruption, high income tax on foreign companies (**40 per cent**), strict labour laws, long customs procedures and slow court proceedings (it’s better to avoid these and stipulate non-Indian courts in contracts), among others.

India is also one of the world’s largest markets for production and trade in items of mass consumption. By 2021, the retail trade sector should reach **1.2 billion USD**. The recently introduced Goods and Services Tax (GST) created a unified national market by removing internal barriers to trade and effectively establishing a free trade zone.

Prime Minister Narendra Modi has set a target for Indian economy to reach **5 trillion USD** by 2024-2025 (up from **2.7 trillion USD**). It is to be done “in a Chinese way” through higher investments, savings and exports. In infrastructure alone, the Indian government plans to invest **1.5 trillion USD** over the next five years.

7.3%

This is the projected average growth of India’s GDP over the period 2018–2022.

Source: The Ministry of Entrepreneurship and Technology, Poland.

“ We do not look down upon legitimate profit-earning. Gone are the days of policy paralysis and licence-quota-control regimes. India Inc. are India’s job-creators. They are the nation’s wealth-creators. Together, with mutual trust, we can gain, catalyze fast and attain sustained national growth.”

NIRMALA SITHARAMAN, Indian Finance Minister



These difficulties are reflected in the *Doing Business* ranking of 2019, where India occupies **77th** position, below Russia (**31st**), China (**46th**), but ahead of Brazil (**109th**). The lowest marks concern registering property (**166th**), enforcing contracts (**163rd**), starting a business (**137th**) and paying taxes (**121st**).

Entering the Indian market, one that is distant and governed by different rules and cultural norms that are in Europe, is a challenge for Polish companies. This is reflected in India’s negligible share in Poland’s foreign trade (India was ranked **28th** on its list of the largest trade partners in the 2018).

MEDIAN AGE OF POLAND’S AND INDIA’S POPULATION:

40.2 years



27.0 years



2018 GDP GROWTH IN POLAND AND INDIA:

5,1%



7,2%

50%

of the Indian workforce of approximately 510 million people still work in agriculture, but the economy and GDP growth are mainly based on the services sector responsible for 2/3 of production, employing only 1/3 of the working population.

Source: the US data Central Intelligence Agency.

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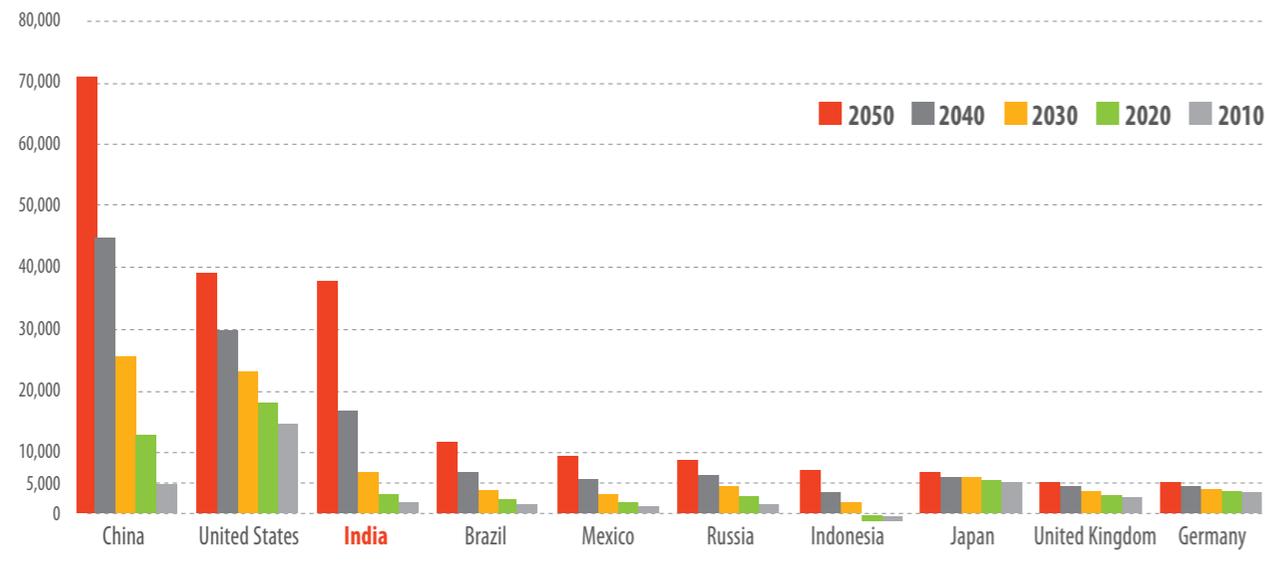
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Forecast of changes in GDP of the 10 largest economies in the world by 2050 according to Goldman Sachs. [billions of 2006 USD]



Source: en.wikipedia.org.



2.199 USD

This is estimated level of Indian nominal GDP per capita in 2019.

Source: International Monetary Fund.

branches of Polish industry in the context of cooperation with India include: machinery and equipment (especially in the food processing sector), mining machinery and medical equipment; biotechnology and pharmaceuticals as well as furniture.

For Polish companies, the enormous potential of the Indian market and the increasing demand related with growing consumer wealth could be a lever for growth and bring economies of scale. For India, Poland and the remaining countries of East Central Europe are an attractive alternative to contacts with Western Europe. **An area in which Poland and India could cooperate in both the economic and political spheres is energy and the related issue of international climate change regime.** Furthermore, the large dependence of both countries on the import of petroleum means that they treat diversification of supplies as a priority. Other sectors that have a chance of becoming pillars of Polish-Indian partnership is BPO, health care, chemical industry (fine chemicals, paint ingredients) and defence. ●

Nevertheless, it is also one of Poland's most important non-European economic partners and a positive dynamic can be noticed in Polish-Indian trade exchanges. In years 2013-2017 the trade turnover rose from **1.95 billion USD** to **3.16 billion USD**. In 2018, the Polish exports increased by **11.3 per cent y/y**, and amounted to **819.6 million USD**. Imports from India dropped by **12.4 per cent y/y** to **2.12 billion USD**. As a result, the trade turnover decreased by **6.9 per cent**, and amounted to **2.94 billion USD**.

The main Polish goods sold to India are mechanical equipment (including turbojets, turboprop and gas turbines), metal products, mineral products, vehicles, aircraft and vessels. Most important import items include chemical industry products (over 1/3 of total imports), textile materials, mechanical equipment, electrical goods and metal products.

Although trade remains the basis for bilateral economic relations, the value for direct investments is growing. At the end of 2017 the net value of Polish firms' investments in India amounted to **271 million USD** (according to data of the National Bank of Poland) – which makes India the most important destination for Polish FDI in Asia. The value of Indian investments in Poland during the same period was **103.4 million USD** (this number does not include a huge investment of Arcelor-Mittal, which is registered in Luxemburg).

Economists and experts from both Poland and India agree, that there is a significant potential for boosting mutual economic cooperation. According to Polish Agency for Investment and Trade (PAIH), the most important prospective

2030

By this year India will overtake Japan and Germany to become the third-largest global economy.

Source: HSBC.



EU-India – Fast facts – Quick stats

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Over **50 billion €**
Indian companies invested
in Europe since 2000.

6.000

EU companies active in India,
providing directly **1.7 million** jobs
and indirectly **5 million** jobs
in a broad range of sectors.

Trade in goods between
the EU and India
increased by
72%
in the last decade.

The EU is the first foreign investor
in India. The EU share in foreign
investment inflows to India more
than doubled from **8%** to **18%**
in the last decade.

from **23 billion €**
to **29 billion €**

increase in trade and services between the EU and
India in the years 2010-2016. India is now the **4th**
largest service exporter to the EU and the **6th**
largest destination for EU services exports.

The EU is India's largest trading
partner, accounting for **92 billion €**
worth of trade in goods in 2018
or **12.9%** of total Indian trade,
ahead of China (**10.9%**)
and the USA (**10.1%**).

Source: www.ec.europa.eu



Poland-India – Fast facts – Quick stats

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**7th in
the world**

size of India
(almost
3,3 mln km²).

**2nd in
the world**

population
of India (almost
1,3 billion).

Source: The US Central Intelligence Agency.

The cost of living in India
is **36.59%** lower than in
Poland. Rental costs are
61.56% cheaper in India.

Source: Numbeo.

Trade between India and Poland

Export

2 956.8 million PLN
export value



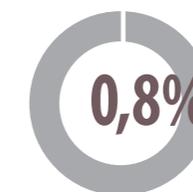
0,3% total share
in Polish exports

WHAT WE EXPORT (TOP 3)

- Mechanical and electrical machines and devices
- Mineral products
- Base metals and articles

Import

7 622.2 million PLN
import value



0,8% total share
in Polish imports

WHAT WE IMPORT (TOP 3)

- Chemical industry products
- Textile articles
- Base metals and articles

Source: Polish Investment and Trade Agency.

Indian Minister of External Affairs' Visit to Poland

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Dr Subrahmanyam Jaishankar visited Warsaw on 28-29 August 2019 at the invitation of his counterpart, Polish Minister of Foreign Affairs, Prof. Jacek Czaputowicz. It was the first-ever visit of an Indian Foreign Minister to Poland over the past three decades.

The event took place in the backdrop of the 65th anniversary of establishing bilateral relations between Poland and India and preceded the official launch of direct flights between Warsaw and New Delhi operated by LOT Polish Airlines, beginning September 11th 2019.

During his visit, Minister Jaishankar met Polish Prime Minister Mateusz Morawiecki, Deputy Prime Minister Piotr Glinski and Minister of Foreign Affairs Jacek Czaputowicz. They discussed synergies between the two countries as well as methods for increasing bilateral cooperation in the fields of economy, education and culture.

Dr Jaishankar conveyed India's readiness to engage more actively in the region of Central Europe, which shall have a positive impact on the overall EU-India cooperation. He also expressed India's desire to engage with Poland in the Visegrad format. The hosts appreciated India's support for the candidature of Poland for a non-permanent seat in the UN Security Council for the years 2018-2019 and likewise extended support for India's candidature for this post for the years 2021-2022.

Relation based on "Joint Statement of the Ministers of Foreign Affairs of Poland and India" Warsaw, 29 August 2019.



Poland attaches great importance to the strategic partnership between the European Union and India and draws attention to the need to develop an agreement conditioning the increase in mutual investment.

JACEK CZAPUTOWICZ,
Minister of Foreign Affairs of the Republic of Poland



As two democratic polities facing a turbulent world, it is important that we stand together in facing global challenges. Displaying resolute posture to confront the menace of terrorism is among the key priorities today.

SUBRAHMANYAM JAISHANKAR,
Minister of External Affairs of the Republic of India

Photos: www.gov.pl

Europe in the networking world

MACIEJ POPOWSKI [DEPUTY DIRECTOR-GENERAL FOR THE NEIGHBOURHOOD POLICY AND ENLARGEMENT NEGOTIATIONS, EUROPEAN COMMISSION]

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During the 1990s the Spanish sociologist Manuel Castells popularised the term 'network society', which he used to refer to the new social order that was coming into existence due to globalisation. This was to be the antithesis of the formerly existing order based around institutions. According to Cas-

tells's concept the old order would give way to non-formalised but concentrated human relations. We would all, every one of us, weave our own network connecting us with others – and the increasing level of interdependency would mean that this order would be a permanent one. Today, in the era of social networking sites and microblogs and access to communication tools 24 hours a day, that vision is becoming a reality, and not only for individual people but societies. The order in the international arena can be seen to be forming in the same way.

The global network of interdependency that is forming between countries will reshape the world into a new order. It is also an opportunity for countries such as Poland and India to strengthen cooperation on many levels. ●

Global vision

A.P.J. ABDUL KALAM, PHD (1931–2015) [FORMER PRESIDENT OF INDIA (2002–2007), AN AEROSPACE ENGINEER, PROFESSOR, AND CHANCELLOR OF THE INDIAN INSTITUTE OF SPACE SCIENCE AND TECHNOLOGY (IIST)]



How do we create a world with nations which are people empowered states with vibrant democracy and efficiency? What could be the possible ways to achieve this vision? There are two possible solutions. The first seems to be the conventional approach that has been followed so far across the world.

It starts with working for prosperity and peace at the national level within local boundaries and perspectives, hoping that over the long run it will percolate to the regional and ultimately the global level. Collective experience across the world highlights that this solution has not yielded the desired results, and with the globalising world, its efficacy in the future is uncertain.

The second solution would be to look at global prosperity and peace as the overall objective of the whole world, percolating to the regional and ultimately the national level of the participating nations. It is all about making a study with reference to a global context and of finding how every nation can align towards the global missions. It must be remembered that national missions inspire citizens. ●

This text is a fragment of Dr Kalam's contribution for the special DOSSIER published by the THINKTANK institute, Poland, in 2011.

India-EU: beyond the realm of economics

ARVIND KUMAR, PHD [PROFESSOR OF GEOPOLITICS, HEAD OF THE DEPARTMENT OF GEOPOLITICS AND INTERNATIONAL RELATIONS, MANIPAL UNIVERSITY]

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India-EU strategic relations have to extend far beyond the economic dimension. This is particularly important for Europe, if it still wants to project itself as a global political power. In this relation, cooperation on international security has to play a central role.

The Free Trade Agreement (FTA) between India and the EU might play a symbolic role in giving political weight in the EU to this relation, which is necessary to protect its interests on the world stage. This means that the EU's principal strength will not only lie in being an economic power but also in the political soft power of an organism composed of 28 countries. The EU certainly desires to project its power in a range of global challenges, from climate change to non-proliferation to inter-cultural dialogue, despite being a multi-faceted entity.

It is, therefore, important both for India and the EU to jointly intensify the framework of existing counter-terrorism cooperation. ●

Explore the similarity

SABINA INDERJIT [ASSOCIATE EDITOR, INDIA NEWS & FEATURE ALLIANCE, DELHI, VICE PRESIDENT, INTERNATIONAL FEDERATION OF JOURNALISTS]



Europe's main challenge today is to find a way to prevent strategic drift. Maintaining the role of a world power in a precarious situation of uncertainty of the Union, economic stagnation and ageing of a wealthy society shall not be easy. The main challenge for India, in turn, is to ensure the continuity of economic growth and to achieve the

necessary maturity to take on the role of a world power in a context of growing and increasingly demanding young population and enormous disproportions in what may still be termed as a feudal society.

We, Indians, see Europe as yet another land of opportunity – a great place to live, work and trade with. Notwithstanding some bad memories of the colonial past, the Indians seek to concentrate on the future. The West means for us high quality of products, good quality of life, education, healthcare and social security for all. Eastern Europe means more opportunities, even though it is less known and explored by both captains of industry and the ever-travelling tourist. Poland would not be a first choice for an average Indian tourist, but once you get there, you will realize it's similar in many ways back home! ●

Bilateral relations take off to a higher level

PATRYK KUGIEL [SENIOR RESEARCHER AT THE POLISH INSTITUTE OF INTERNATIONAL AFFAIRS, EXPERT ON INDIA AND SOUTH ASIA]

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Poland-India relations have always been cordial, friendly and... below the potential. Now, with the launch of direct Warsaw-New Delhi flights a new era in bilateral cooperation is set to take off. Growing Indian diaspora in Poland and more robust tourist exchanges already testify to stronger people-

-to-people ties. Economic cooperation is on the rise. Business communities are keen to exploit opportunities in mutual trade and investments.

Also geopolitical context favors stronger Polish-Indian political relations, with India shifting closer to the U.S, Poland drifting further away from China, and the European Union rediscovering India. As the fastest growing major economy within the EU and a non-permanent member of the UN Security Council, Poland has much to offer to India. At the same time, it sees India as a crucial partner in Asia and a firm pillar of the rules-based international order. This all creates best ever environment for closer engagement. As the direct flight can take this natural friendship to strategic partnership level. ●

Polish-Indian higher education

PROF. JAKUB ZAJĄCZKOWSKI [HEAD, DEPARTMENT OF AREA AND GLOBAL STUDIES, FACULTY OF POLITICAL SCIENCE AND INTERNATIONAL STUDIES, WARSAW UNIVERSITY]



Around 35.7 million students were enrolled in higher education in India during 2016–17. By 2020, there will already be around 40 million students in this country. The number of seats at universities is limited, not everyone will find a place there. They will have to go abroad to study. Great Britain will be a natu-

ral choice for them, but some may go to Poland, where they will pay much less for tuition fees. Poland has universities but it does not have enough students, India has students, but it does not have enough universities.

India takes part in academic initiatives such as the Erasmus Mundus program and in a number of other EU community programs. India also has become the second largest market for e-learning after the US. The sector is worth 2 billion USD and by 2020 it is expected to reach 5.7 billion. The government's goal is to increase the current enrollment rate to 30 per cent in 2020. ●

Think Globally, Act Locally

CANPACK Group, headquartered in Cracow, Poland, is the leading producer of environment-friendly, modern packaging solutions. The company employs nearly 8,000 people worldwide in production sites for aluminum beverage cans, glass bottles, metal closures and containers for food and chemical industries.



The Group has been present in India since 2009. At the moment CANPACK India is one of the largest subsidiary companies of the Group with three multi-location manufacturing units.

INDIAN OPERATIONS

CANPACK India based in Aurangabad, Maharashtra, is India's leading aluminium beverage can manufacturing company, offering an unmatched portfolio of environmental-friendly, recyclable, safe and high-quality beverage can packaging products. The world class manufacturing spirit enhanced by constant innovations and employee-centric approach, make CANPACK India the first choice for customers.

An increase in consumption of packaged food and drinks, as well as growing consumer awareness of environmental issues created the demand for eco-friendly quality products and the application of advanced technologies, which are the most important drivers of sustainable packaging development in India. Aluminum, thanks to its unique properties, addresses all these needs. In just 60 days, aluminum cans can be fully recycled and returned on the shelves. – said Małgorzata Podrecka, Vice President of the CANPACK Group.

The Group philosophy is to complement customers in terms of product range. Thus, it was in 2014 when CANPACK India launched its glass facility in Aurangabad. *“What’s very important, with all the Group’s investments in India the company took the same approach to the levels of quality, health and safety as in its European operations. We did not make any local compromises on our global values.”* – underlined Harsh Vardhan Jajoo, Managing Director and Chief Executive Officer at CANPACK India Pvt. Ltd.

In October 2018, following the increased demand of modern aluminum packaging, CANPACK India opened its second beverage cans manufacturing plant in Nuh, Haryana bringing its total employment base to over 750 direct employees.

CARE, SUSTAIN, RENEW

The key contributors for the CANPACK India success are the GRiT value system, the complementary portfolio of sustainable packaging solutions and the Care, Sustain, Renew (CSR) program. The vision of the organisation is to grow its business whilst reducing the environmental impact of operations and increasing positive social impact. The CSR journey has high impact research and interventions for some insurmountable challenges the society is facing today, such as, for example: ground water level, Miyawaki forests, bee preservation and waste recycling. ●

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Multiculturalism in global business: a barrier or an opportunity?

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ARVIND BALI [BUSINESS CONSULTANT IN SKILLS DEVELOPMENT AND START-UPS, MEMBER OF ADVISORY BOARDS]

Managers in India operate in a highly diverse socio-cultural reality. This helps them not only to understand the emotional diversity of a globalised world, but also to make use of it in business practice as their key to success.



What makes managers successful? What I have learnt during my professional career is that knowledge of management rules and technique alone is not enough. One has to understand the macrolevel variables of business environment, such as the laws of society, social habits and cultural diversity, as well as to respect people's emotions and beliefs.

MULTICULTURAL BUSINESS WORLD

Socio-cultural differences play an important role in business practice and need to be recognised by all successful managers. Let us try to understand this with a few simple examples. In India, unlike in most Western European countries, adherence to time during working hours is always an issue. The work culture is by and large laid-back, with important time wasted on unrelated matters. This casual approach translates into unwarranted longer working hours, which forcibly eats into time for family and friends. It is a different matter that the Indian corporate world has gradually started changing its work culture. In contrast to this, in Japan people have an entirely different approach

to work. Most of them spend their working life without looking at their watch. They have a very dedicated and concentric approach to their occupation and at times, if the work demands it, they even end up neglecting their family life.

LESSONS FROM INDIA

In a rich, diverse and complex country like India it is difficult to draw generic conclusions which can be used by those doing business. Regionalism, religion, language and caste are factors that need to be taken into account. Behaviour, etiquette and approach are thus modified depending upon who is being addressed and in which context. This apart, hierarchy plays a key role in all of the cultural influences that impact Indian business the most. With its roots in Hinduism and the caste system, Indian society operates within a framework of strict hierarchy that defines people's roles, status and social order.

Doing business in India involves building relationships. Indians do not base their business decisions solely on statistics, empirical data and exciting PowerPoint presentations. They allow intuition, gut feelings and faith to guide them. Always exercise patience, show good character and never exhibit frustration or anger. ●

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Hindi is the 3rd most spoken language in the world after English and Chinese.



innovative collaboration

Polixel Sp. z o.o. is part of the Indian corporation Himachal Futuristic Communications Ltd. A global leader in the production of telecommunications equipment, fiber optic cables and intelligent power systems.

The POLIXEL company is active in the field of implementation and integration of monitoring, telecommunications, audiovisual and audio- and video-conferencing systems both in Poland and India.

For over 15 years, Polixel has been a producer of innovative software – an intelligent monitoring and video surveillance platform as well as recording and image analytics under the name M3S.

The company is also a direct importer of highly specialized IT products and technologies from major global manufacturers such as RAD, Yealink, Polycom, and Extron.

Polixel in cooperation with HFCL participates in the Digital Poland program in the field of fiber optic network construction. These types of projects are implemented by POLIXEL jointly by Polish employees and highly specialized Indian employees. LOT's launch of a direct Warsaw-Delhi connection will undoubtedly contribute to easier development and international cooperation for the benefit of both countries.

www.polixel.pl | e-mail: polixel@polixel.pl

TDP INDUSTRIAL PARK



Mr. Jatin Bhardwaj

has been leading the company TDP since the year 2010. He successfully carried out restructuring process of the company and a complete transformation of the production unit into an industrial park. Under the leadership of Mr. Jatin Bhardwaj the company's revenue increased by 25% annually since 2015 and TDP Industrial Park became one of the largest industrial parks in Poland. More than 230 domestic and foreign companies have chosen this place to pursue their business.

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LOT Polish Airlines

Be our Guest!

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LOT offers 111 connections around the world. You can fly on board modern Boeing 787 Dreamliners, among others, directly from Warsaw to Miami, New Delhi, Colombo and Singapore.



LOT Polish Airlines has been serving its passengers for 90 years. It is not only one of the 12 oldest carriers in the world, but also a dynamically growing and modern airline in Central and Eastern Europe. In 2018, LOT served a total of 8.9 mln passengers, i.e. 2 million more than the year before. Moreover, Poland's flag carrier has profitably increased the number of routes from 41 to 111 in 3 years.

PASSENGER UNDER GOOD WINGS

The characteristic crane designed by Tadeusz Gronowski in 1931 became not only the official logo of LOT, but also the foundation for building the identity of the Polish carrier. LOT offers global connections served by a fleet of over 80 modern aircrafts, which include 14 Boeing 787 Dreamliners. By the



end of this year LOT will own 15 of these and additional two will arrive in 2020.

In each Dreamliner, passengers have three classes of travel to choose from: LOT Business Class with seats reclining to a flat position and gourmet cuisine; LOT Premium Economy Class with bigger personal space, comfortable seats with footrests, thigh support, cocktail tables and extensive menu; and LOT Economy Class with modern seats equipped with individual on-board entertainment system and USB ports as well as fresh and varied meals served during the flight.

INDIA WITH LOT

As of September 11, LOT offers direct flights from Warsaw to India. New Delhi is the eighth destination in Asia offered by LOT. Passengers can choose from five flights a week.

After Singapore, India is the second direct investment centre in Asia. Poland is in turn an important investment market for the Indian business in the IT sector, among others, and its gateway to the European Union. The new destination offered by LOT will be a key element in strengthening economic ties and further development of business relations between our countries. ●

111

connections around the world

LOT offers direct long-distance flights from Warsaw to airports in the US, Canada, China, Japan, South Korea, Singapore, India and Sri Lanka, as well as from Budapest to Seoul (as of September 22), Chicago and New York. LOT also offers convenient, up to 60-minute long changes at the Warsaw Chopin Airport to major European cities. Tickets are available, among others, at lot.com.



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PAIH – helpful cooperation

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Poland and India are both leading economies in their respective regions. What's more, Poland is the largest trade partner of India in Central and Eastern Europe. India, on the other hand, has been deemed as one of Poland's most prospective export markets outside the EU.

Close economic cooperation between the two countries remains promising and strategic. To support the development of bilateral business relations, the Polish Investment and Trade Agency (PAIH) has located its representative in the financial and business capital of India, Mumbai.

– Using administrative tools and practical knowledge we try to make the Indian market closer for Polish companies. PAIH team in Mumbai works directly with Polish and Indian companies, assisting them with B2B meetings and promoting their products, – says Ada Dyndo, Head of PAIH Mumbai Office. Due to the specificity of the local market, it is extremely important for Poland to be present in India via a governmental institution focusing on Poland-India business relations – Ada Dyndo points out.

PAIH is a governmental institution that works to increase the inflow of investments to Poland and the outflow of Polish FDI. To offer indirect assistance for business on the site, in 2017 PAIH has established a system of international support all over the world. One of its offices is located in Mumbai which works to intensify Polish exports to India and attract Indian investors to Poland. The Mumbai-based PAIH trade office is not only an information centre, but a proactive consulting partner helping Polish companies to the first steps into Indian market. Since 2018 PAIH office in Mumbai has helped more than 500 Polish companies providing these with information about India and possible business partners, organising B2B meetings, inviting trade events, seminars and economic missions. In 2019 PAIH has organised two business delegations to Vibrant Gujarat and to New Delhi.

On the occasion of the high level official delegation visit to India and the inauguration of direct PLL LOT flight from Warsaw to New Delhi, the Polish Investment and Trade Agency organises an economic mission to India and **Poland-India Business Forum on September 13, 2019**. The topic of the Forum is “Poland-India Business Forum: New partnerships for innovation, sustainable development and environment”. The event will bring together Polish and Indian companies in the business of artificial intelligence (AI), IT, clean energy, waste management and smart cities. ●

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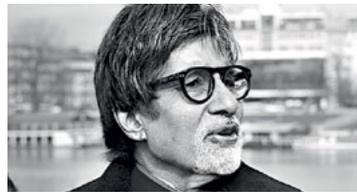
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Through the eyes of people of culture

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“ It has been a day that shall ever remain etched in memory. Kraków, the original capital city of Poland, or often referred to as the Capital of Royals, or the royal capital, has converted me into a fan of endless proportions. The city itself, clean organised heritage maintained and preserved just like it was at the time of its construction is an amazing feature, in days otherwise overburdened by modern structure and ambiance. ”

AMITABH BACHCHAN, India's most famous cinema actor, after visit to Kraków in 2011.



“ I recall the expression ‘Indo-European languages’, which include Polish and Spanish, Latin and German, Russian, French and Italian – all the languages with which I have some practical contact. India is not only the homeland of our languages, but also of our entire spirituality. It’s unbelievable how close it is to us. In its contacts with India, Europe should put aside its Cartesian logic with its law of the excluded middle.

In the eyes of many Indians, a thing may be and not be all at once. But at the same time, are we Europeans so very different when we say, all at once “I love and I hate”, or – like the Polish Nobel Peace Prize winner, Lech Wałęsa – “I am for, and even against”?

One can love India without illusions. It is extraordinary how all at once distant and proximate it can be to our familiar Europe. What if we were to say ‘our familiar India’? Family ties have their traces in language and, much deeper, somewhere in the heart – perhaps more so in the heart than in the mind because, like Russia, India cannot be fathomed. ”

KRZYSZTOF ZANUSSI, one of the most outstanding Polish film directors and producers, and the author of over a dozen films that hold a key place in the Polish culture.

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