

**Polski Klaster Morski**  
**Polish Maritime Cluster**  
*Akademia Morska w Gdyni, Ul. Morska 81-87, 81-225 Gdynia,*  
*www.klastermorski.com.pl Tel. +48585586250; mail: klaster@klastermorski.com.pl*

## SPCC business meeting in Gdańsk



„Cross-cultural perspective on how to present your ideas successfully to a business partner” it was a subject of the meeting on 11th of October 2016 at Radisson BLU Hotel Gdańsk.

The very important in B2B relations in the international business environment is effective communication with business partners. They were presenting of the differences in persuasion and presentation techniques in various business cultures, and also some universal rules that can help to win over business audience. The meeting attendees received the answer to questions: How to present business ideas to partners? Which presentation techniques are more universal, which depend more on culture? Our experts shared with the audience their knowledge and experience with different presentation strategies.

The schedule of the meeting included subjects:

- Interactive seminar: Cross-cultural perspective on how to present your ideas successfully to a business partner – Katarzyna Molęda and Magdalena Kusoja, Partners in Enterculture.

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- Sell your idea to a Scandinavian partner. How to do it successfully? Wanda Brociek, General Manager, Scandinavian Airlines SAS, Jolanta Bonter-Midzińska, Director of Sales and Marketing, Radisson BLU Hotel Gdańsk.



The organiser of the meeting was Scandinavian-Polish Chamber of Commerce.