



Instytut Badań nad Demokracją
i Przedsiębiorstwem Prywatnym

Building Sustainable Business Associations

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Sources of Success – We care for Businesses

- **Advocate entrepreneurs' interests**
- **Facilitate access to foreign markets**
- **Provide Services to Companies**
- **Promote the “Fair Play” rules**

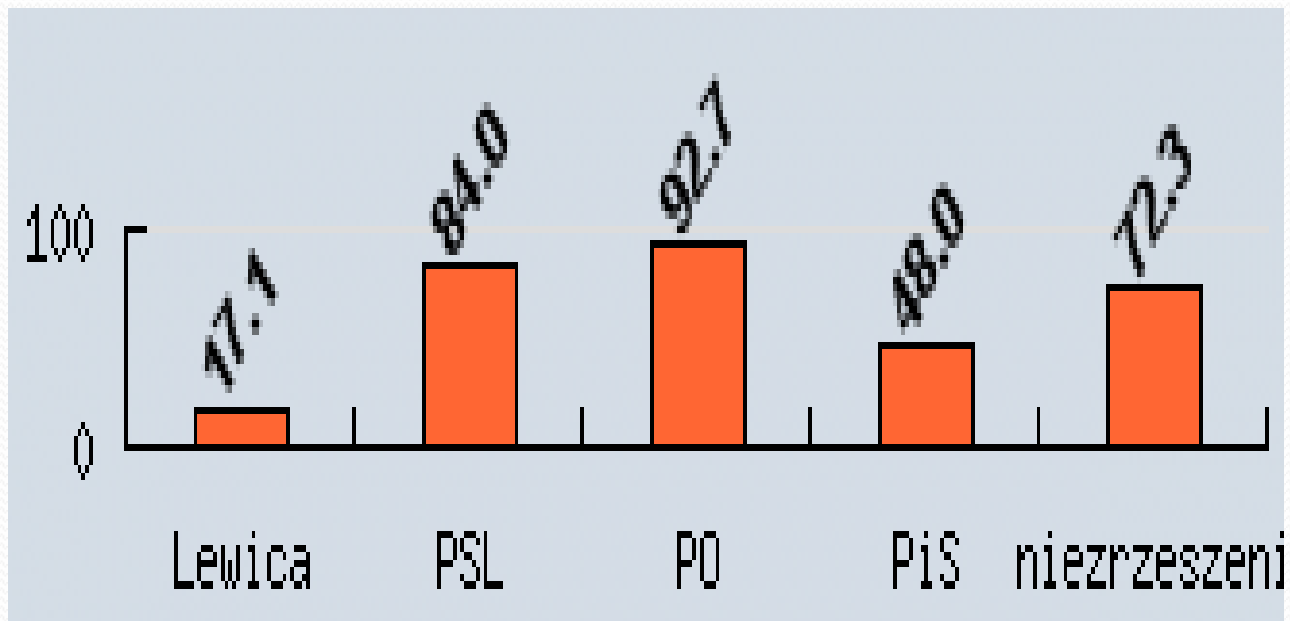
Advocacy


- Long Term Strategy and year plan – Directions for the Change
- Pro Active Recommendations – based on surveys and research
- Monitoring of the Public authorities
- Contacts with Businesses
- Media and public opinion

Active Think Tank Supports Successful Advocacy

- Research and surveys
- Information required during decision making process - information gaps
- Visibility and Credibility
- Training programs

Monitoring legislation



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- “The Institute for Private Enterprise and Democracy is a public policy organization, whose mission is to support reform process and create favorable conditions for business development through independent research, policy analysis, education and advocacy

Access to Foreign Markets

- Trade Missions
- Information on Foreign Markets
- Participation at the Fairs

Services

- „KIGNET Innowacje” – Chamber System Supporting Innovative Companies
- IP Protection
- Information for SME's
- Training Programs

CSR and Fair Play

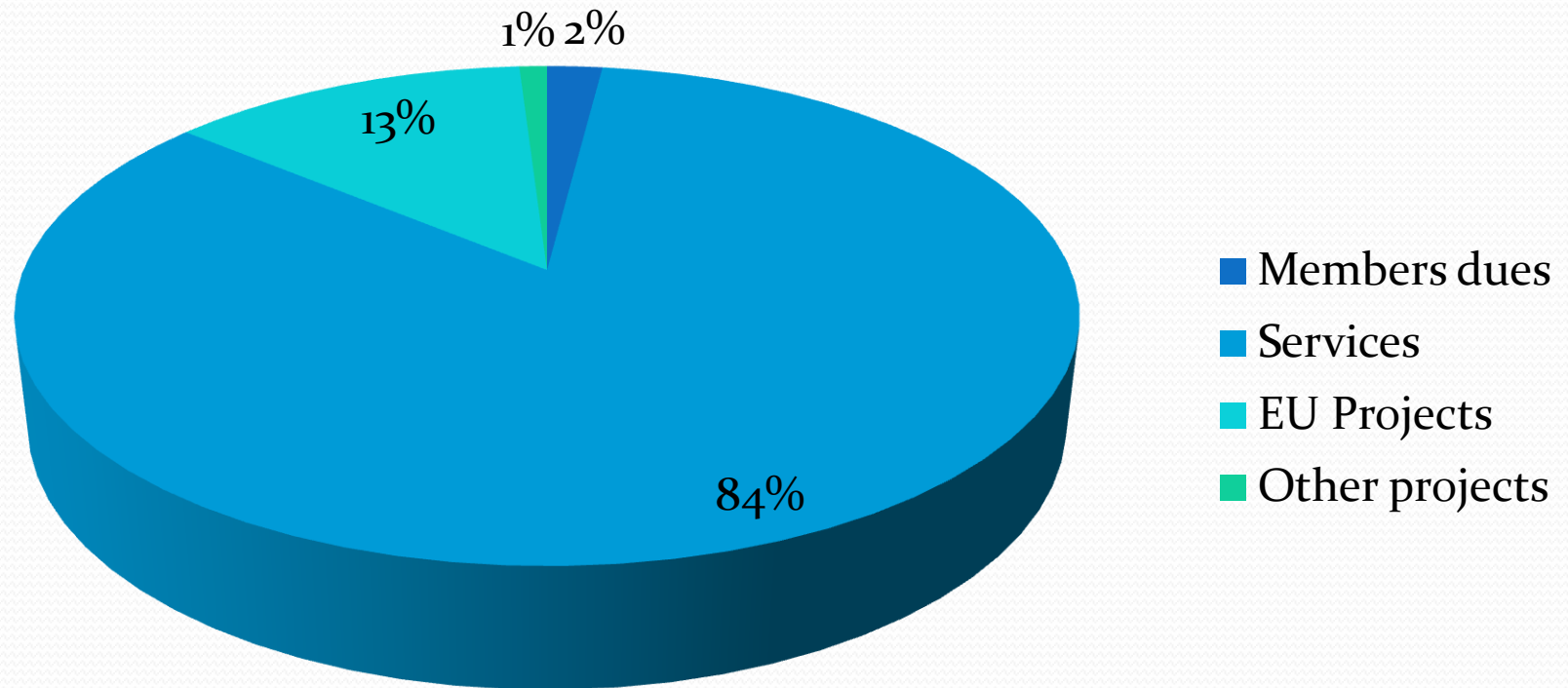
- Company Fair Play Award
- Equal – Fair Employment Standards
- CSR Trainings

Challenges

- Increase Membership Base
- Provide modern services for Companies
- Retain Credibility Among Businesses
- Increase Visibility in Media
- Increase the income from member's dues

PCC Revenues

Revenues 2009



Strategies

- Invest in Human Capital
- Building Coalition with Leading Business Associations
- Strengthening Advocacy Department
- Change the system of Public Consultation in Poland

Summary

- PCC and its Institute succeeded in advocating business' interests and provide high quality services for companies
- There are still challenges ahead, mostly related to increasing the members base and members dues as well as bulding the strong coalition of the Business Association