

From Synergy to Innovation

■ Respected law firm Gide Loyrette Nouel, Gras Savoye, Poland's biggest insurance broker, and Mazars, a leading provider of audit services, have teamed up in a series of special projects to offer clients the experience of their parent companies and know-how acquired during more than 20 years on the Polish market.

The three companies, which all have French roots and international operations, say that synergy best describes the benefits of their joint undertaking.

The companies are organizing a discussion panel, entitled *Foreign Investors—The Driving Force of Innovation*, during the Krynica Economic Forum in southern Poland on Sept. 8.

The three companies are innovators in their sectors. Gide Loyrette Nouel provides services in all legal and business fields. The company has played a key role in several major transactions, including the first privatizations in Poland, in the drafting of new laws and in reforms of sections of Polish law.

Gras Savoye offers the broadest range of insurance services on the Polish market. Gras Savoye companies offer the management of all insurance lines as well as specialized products for different sectors such as insurance against weather anomalies and bancassurance products. The company has pioneered IT solutions for insurance sales based on the B2B2C model.

Mazars is a top player on the Polish market for audit, accounting, tax and advisory services. It offers specialist skills based on an in-depth understanding of each client and solutions tailored to companies' individual needs and stages of development. The firm has built up its reputation based on its own potential and the unique, fully integrated business model of the Mazars group, which enables efficient international teamwork by offices in 56 countries.

The three firms are inviting other foreign companies operating on the Polish market to their discussion panel at the Krynica Economic Forum.

Dariusz Tokarczuk, managing partner at Gide Loyrette Nouel, Leszek Alexander Konopka, president of the management board at Gras Savoye Polska, and Michel Kiviakowski, president and managing partner at Mazars, talk to Beata Gołębiewska-Chęciak.



Dariusz Tokarczuk, Michel Kiviakowski, Leszek Alexander Konopka

■ **Why do you refer to joint projects between GLN, GS and Mazars as “synergy”?**

DT: The three companies, which all have French roots and international operations, decided to join forces in order to use the experience of their parent companies and their know-how acquired during over 20 years on the Polish market. We found that the idea “united we stand, divided we fall” is still valid and nowadays can be defined as synergy.

■ **Why did you decide to team up?**

DT: First, because our services are complementary. Every company needs efficient assistance in finances, audits, accounting, tax advice, as well as insurance, risk management and legal advice. Second, because our services are comprehensive—we discovered that each of our three companies has the same philosophy: of offering a full range of services in a given sector under one roof.

■ **Who are your target clients?**

MK: Let me expand on the significance of the international character of our companies. Clients can take advantage of synergy and innovative solutions mainly in the international context. Our companies have their roots in France and owing to that we were able to support cooperation between Poland and France in many areas. In addition, mainly thanks to our clients and our structures, we were able to capitalize on our know-how and create an international model of cooperation. Thanks to our global coverage we can make use of best practices and solutions offered by international markets and we offer our know-how not only to domestic clients but also to entities that operate internationally. We aim to provide the highest standards and we hope we are successful in reaching this objective.

■ **The three companies have adopted a motto for their joint projects: “From Synergy to Innovation.” What does that mean?**

LK: Thanks to know-how acquired over time, the analysis of the needs of our clients both on the Polish and international market, cooperation within international networks, skill-sharing and, above all, open-mindedness, we develop and implement innovative solutions. These include our services tailored to the individual needs of each client. We draw inspiration from the traditions of our firm and our professions and from work with our clients such as large Polish and international corporations, listed companies and fast-growing SMEs operating in all sectors of economy. Another example of innovative solutions includes new product implementation, for example weather risk insurance, bancassurance products and modern IT solutions for insurance sales.

■ **What is your next joint project?**

MK: We are now preparing a Synergy discussion panel for the Krynica Economic Forum to present our innovative approach to a wider public. We have invited the Polish Information and Foreign Investment Agency to join us.

DT: We have also invited our partners to the panel—Telekomunikacja Polska, a leading telecommunications sector company from the France Telecom group, and EDF, one of the most important players in the power sector. These operate on the Polish market and import solutions, models, services and products from their countries of origin.

LK: These companies operate in an international environment and provide their services and products to clients demanding solutions offered on their markets of origin. Matching up what foreign markets offer with demand, the needs of clients and local constraints (for example, legal or fiscal) generates innovative solutions.

Foreign Investors—The Driving Force of Innovation:
Gide Loyrette Nouel, Gras Savoye and Mazars discussion panel at the 20th Krynica Economic Forum, September 8, 2010, 6-7:15 p.m.