Discover ABSL
Ladies and Gentlemen,

The business services sector is now a vital part of Poland’s economy, accounting for 3-5% of Poland’s GDP. The Association of Business Service Leaders (ABSL) is Poland’s largest organisation representing companies in this industry. Since 2009, we have been defining the path for growth in the business services sector, we have strived to make Poland more attractive to investors and we have taken steps to help newcomers to our industry improve their skills and performance.

ABSL is a trusted partner to several hundred companies, which include both global players with investments in Poland and Polish-owned companies from a variety of sectors. Our organisation offers advice to all its members and represents their interests. We also provide them with various knowledge and experience-sharing opportunities as well as access to exclusive studies and reports.

It is thrilling for us to observe the robust community we have managed to build in under 10 years.

Respectfully,

Piotr Dziwok
President of ABSL
The Association of Business Service Leaders (ABSL) is Poland’s largest organisation representing the business services sector. ABSL was co-created by its member companies as a platform for cooperation between global and local stakeholders, to actively drive knowledge-sharing, education, innovation, public advocacy and communication. Its aim is to build competitive and sustainable ecosystems that create new, valuable jobs, and help to grow business and investment responsibly in local communities. Today, ABSL members are standard-bearers for global investments and positive work in the region. Together we strive for better sector laws in the Parliament and the government. Our experts and representatives participate in the legislative work of the Parliament and Senate Committees. Our strength is wide, macroeconomic and sectoral expertise as well as involvement in social projects. We provide legal opinions, broad negotiate business-friendly solutions in sectoral, labour and economic law, monitor regulatory changes and identify barriers to entrepreneurship.
Our priorities
– the six pillars of ABSL

**Talent development**
We represent members in addressing their talent-related needs to sector stakeholders, authorities, schools and universities. ABSL actively involves itself in shaping educational initiatives and promotion of the sector towards foreigners and both university as well as high-school students.

**Knowledge-sharing**
ABSL provides a unique environment for member companies that facilitates knowledge sharing in highly secure and transparent manner. Workshops, training, and webinars that engage ABSL members and partners provide a forum to present business cases, benchmark and exchange information.

**Public Advocacy & Sectoral Representation**
Making the voice of the sector heard by government officials, policymakers and public opinion making bodies in areas important for ABSL members (e.g. taxes, social security contributions, labour law). Providing regular legal & tax updates.

**Brand and sector promotion**
Through our media activities we ensure countrywide and local sector promotion and members’ brand visibility. Publications, data, representation, ongoing and consistent work on the image and perception of the sector in Poland are the cornerstone of ABSL activities.

**Business & market intelligence**
ABSL periodically publishes comprehensive and credible reports for its Members and sector companies. We make those reports widely accessible to provide valuable know-how for investors and market leaders. Moreover, we provide participants in our research with access to up-to-date studies and ABSL materials and internal studies on topics of relevance.

**High quality events & networking**
Over the course of the year ABSL organises more than 100 high quality events for member companies including the Annual ABSL Conference – the most awaited business services sector event in the CEE region, ABSL Diamonds Awards and Gala and ABSL Talks.
Strategic Board

The Strategic Board is responsible for determining the strategy, mission and principles of the Association. The responsibilities of the Strategic Board include, i.e. setting priorities and authorising programmes run by the Association, approving the annual budget, supervising and providing leadership and guidelines to the Management Board, and ensuring effective organisational planning.
Management Board

The Management Board manages the operations of the Association in their entirety and is responsible for decision-making in operational matters.

Marcin Nowak
Head of Management Board

Paweł Panczyj
Strategy & Business Development Director

Jolanta Jaworska
Vice-President, Board Member delegated from the Strategic Board

Janusz Dziurzyński
Vice-President, Board Member delegated from the Strategic Board

Audit Committee

The Audit Committee is responsible for conducting current and annual audits of the financial matters of the Association, presenting conclusions and reports and issuing opinions in matters associated with any breaches of the Association’s statute.

Agnieszka Jackowska-Durkacz
Regional Center Head, AVP, Infosys Poland Sp. z o. o.

Michał Wierzbowski
SSC Director, Orange Polska

Radek Mierzejewski
Managing Director, DFDS
ABSL Chapters

ABSL Chapters are local communities that bring together ABSL member companies from a given region. Chapters are managed by representatives of local ABSL member companies, have autonomy in defining their agenda and governance, but can always count on the support of the ABSL staff, Board and ABSL Partners (market intelligence, data and statistics, networking). ABSL coordinates activities of the chapters that enable the sharing of ideas, exchanging best practices, joint initiatives, as well as creating synergies.

Key activities of ABSL Chapters

Meetings & Events

Chapters hold regular, quarterly meetings, which are a platform for discussion, exchange of knowledge and networking for the executive and managerial staff of ABSL members. In addition, chapters organise business breakfasts, workshops and other events focused on topics relevant for member companies.

Networking & Influencing

Chapters represent business service centres in given locations and are a source of knowledge and information for external entities. As a local business community united around common goals they build networks of formal and informal relationships.

Benchmarking & Knowledge sharing

Every year, the ABSL analytical team prepares several reports on the business services sector in selected Polish cities, providing ABSL members and other stakeholders with in-depth knowledge of a given location. In addition, knowledge sharing sessions on relevant topics and regional surveys & benchmarking are organised by chapters according to members’ needs.

Sector Branding & CSR

Chapters engage with local charities and CSR activities, by bundling single-company initiatives into larger projects or providing ABSL patronage and informing member companies about interesting external initiatives. Together with the media, universities and NGOs, ABSL members undertake many joint local activities aimed at promoting the sector.
ABSL Clubs

ABSL Clubs are country-wide communities of professionals from different fields, who wish to discuss sector-relevant topics, share best practices, plan common initiatives or gain an understanding of trends that will shape the sector. The mission of our Clubs is to create an environment that stimulates engagement and open cooperation between companies contributing to the growth of the sector. Clubs reflect three key areas of sectoral growth: HR, IT and BFSI (Banking, Financial Services and Insurance). Each club meets on a regular basis.

HR Club

ABSL HR Club’s mission is to undertake and support initiatives that contribute to the development of the HR function and sector leadership throughout a strong network of HR executives and experts from our member companies.

The HR Club focuses on:

/ Talent and Leadership Development – working closely with academia and striving for better-educated future employees.
/ Diversity and Inclusion as a core value of the sector.
/ Promoting Poland as an attractive business and career location, and raising sectoral awareness among potential employees.

IT Club

The IT Club builds an innovation-friendly environment of tech managers and professionals united by a vision of diverse, stimulating and collaborative conditions that help to move the IT industry in Poland to the next level. The Club presents real-life business cases, discussion and exchanges on our experiences and thoughts, and contributes to leadership development initiatives.

The IT Club’s focus evolves with industry trends. Some of the key areas currently considered as the main focus are:

/ Smart Automation – Technologies portfolio for smart automation and implementation plans.
/ Cloud computing – Best practices, People and Organisational Capabilities.
/ Industry technology innovations and trends.
/ Project Management, Development, Testing methodology, reviews of application to real business cases.

BFSI Club

The BFSI club is a network of professionals operating in the Banking Financial Services and Insurance (BFSI) sector. Key objectives of the Club are:

/ Addressing legal barriers which then, together with the government, are translated into concrete proposals for changes in commercial law.
/ Creating partnerships with start-ups and each other, driven from offshore locations to look for synergies and to promote innovation.
/ Providing a platform for networking and sharing best practices in an informal manner.
ABSL Reports

Business Services Sector in Poland

ABSL Reports are the most comprehensive, opinion-shaping elaborations on the activities of BPO, SSC, IT and R&D service centres in Poland. They are the main source of information on the industry for management of companies working in business services, Polish and foreign investors, international advisory and analytical companies, Polish and foreign press, business environment institutions, and local and regional authorities.

ABSL thematic reports

Our Thematic Reports are a comprehensive source of information on the business services sector at the local, national and international levels. They present reliable, current information for sectoral stakeholders. They include:

/ ABSL International Reports,
/ ABSL Local Market Reports (e.g. Warsaw, Katowice, Bydgoszcz, Poznan, Lublin, Opole, Szczecin),
/ ABSL Industry Reports (IT, BFSI),
ABS Summit

Since 2010, the ABSL Summit has been a unique platform for discussing, analysing, and forecasting trends and impact with top-tier business leaders, politicians, and economists. The diverse agenda includes events such as round table sessions with global and regional leaders, as well as presentations, reports, and analysis with subject matter experts. The overall objective of the summit is to define future growth opportunities and risks as we build a globally competitive business and investment ecosystems in local communities across Central Europe and Poland.

Our Keynote speakers:

- Lech Wałęsa (2012)
- Madeline Albright (2014)
- Tony Blair (2015)
- Condoleezza Rice (2016)
- David Cameron (2017)
- Simon Sinek (2018)
- Bill Clinton (2019)

- 2 days of knowledge sharing and networking
- 1000+ business leaders, experts, and representatives of central and local government
- 50 panel discussions, inspiring case studies, and insightful presentations

Top media outlets including TOK FM, Rzeczpospolita, Puls Biznesu, Forbes, Business Insider

Global trends

new idea, game changing technologies, and future of business

100+ speakers
44% of all speakers were woman

Top companies
representatives from Fortune 500 companies

Public administration
representatives of central and local governments
ABSL Diamonds are the most prestigious sector awards, recognising companies which implemented the most innovative projects enhancing their business and strengthening the business services sector’s position as a powerhouse of the economy.

Categories at ABSL Diamonds:

- Business Leader in Business Excellence
- Business Leader in Vibrant Workplace
- Business Leader in Sustainable Business Strategy
- Business Leader in Talent Development & Education – maintained (extended by employer branding initiatives)
- Colleague of the Year – new category

In each of the categories, ABSL rewards two companies with a distinction between younger companies (Tigers) and companies with established experience and more employees (Lions). Among our laureates are companies such as Credit Suisse, Shell, Accenture Operations, UBS, IBM, Capgemini and Fujitsu.

* Every second year ABSL awards leaders in business services sector.
The ABSL Gala is a unique event created to recognise those who have made a significant contribution to the sector’s development over the past 24 months. The ABSL Gala provides a platform for recognising and appreciating our partners in 10 categories reflecting areas of strategic importance for the sector.

Categories at the ABSL Gala:

Leaders supporting the business services sector:
- Cities
- Public Administration
- Business Organisations
- Media

Leaders representing particular areas:
- Diversity and Inclusion
- Talent
- Social impact
- Start-ups and Technology
- Education

Special Recognition
In 2019, two Special Recognitions were granted, to Georgette Mosbacher – U.S Ambassador to Poland and to Jarosław Gowin – The Minister of Science and Higher Education.
With the growth of the business services sector and thanks to an ambitious and a consistently implemented agenda, ABSL has become one of the leading and most recognisable business associations in Poland. We are widely considered as a trusted and strong partner for companies, governmental entities, educational & academic institutions and other non-governmental organisations.

Furthermore, our international conferences, reports and affiliated organisations in the Czech Republic, Romania, Switzerland, Bosnia & Herzegovina and Latvia have built a remarkable footprint of ABSL as an important player in Europe.

By joining ABSL, your company will gain access to a vast network of Polish and international individuals and organisations contributing to the growth of the business services sector. Our members benefit from participating in our projects and initiatives, sharing knowledge and lessons learned, or cooperating with entities developing infrastructure for goods, technologies and services that are commonly used by sector players.
Government & Local Authorities

Ministries & governmental institutions
Direct access to local governments

Local promotion and investment agencies
Stronger impact by acting as a sectoral representation

ABSL International Network

Foreign embassies in Poland

Polish embassies

Polish Trade and Investment Agency

ABSL Czech, Romania, Latvia, Bosnia & Hercegovina

International executives of global advisors and vendors

Business Environment Institutions

Industry and international economic chambers

Labour offices and business relevant bodies

PR & Media activities and sector branding

Non-governmental organisations

Participating in local and central consultation bodies

Direct access to local governments

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Membership Benefits

Meet specialists from the sector – unique networking opportunities through high quality events, workshops, working groups and Chapters & Clubs meetings.

Learn and improve your skills – knowledge-sharing and leveraging of best practices – access to our Clubs and Chapters, Workshops, training, webinars.

Shape your workforce – participating in active ABSL advocacy for hiring foreign employees and involvement in shaping of educational initiatives.

Make an impact – access to decision-makers, local authorities, influencers, actively participating in legislative processes and receiving regular legal & tax updates.

Rely on credible data – access to in-depth industry insights – access to comprehensive ABSL reports, ABSL research experts’ support.

Make your brand visible – brand-building possibilities, ABSL’s events and initiatives; ABSL Diamonds awards.

Industry influence – voice your company’s opinion in legislative issues and by increasing awareness about the sector and its importance.

Join us

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ABSL Members
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Strategic Partners

Expertise Partners