

BANK PRZYJAZNY FIRMIE – UZNANY RANKING W NOWEJ ODSŁONIE

PAŹDZIERNIK 2018 • forbes.pl

# Forbes

Forbes

30

PRZED 30

ANGELIKA  
JAROSŁAWSKA  
28 LAT  
POLSKA 3.0

DOBRY DUCH  
BIZNESU

# An entrepreneurial patriot

Coordinates the work of an organization associating 3700 companies, supports start-ups, helped promote the film about the 303 Squadron, creates her own clothing brand. Angelika Jarosławska is not afraid to do many things at a time and aim high.

KRZYSZTOF DOMARADZKI

## FORBES:

Whom do I actually talk with: entrepreneur, activist?

## ANGELIKA JAROSŁAWSKA:

To the greatest extent with an entrepreneur, because I do not work in administrative structures, I only carry out business projects. These are important projects for Poland, so I feel like a patriot, though not in a populist sense. I am also trying to be a social activist.

**The list of undertakings you are involved in takes up almost the entire page. Where does this fragmentation come from?**

Contrary to appearances, all activities interweave. Some projects support others. On the one hand, I am a member of the Euro-Atlantic Association, in which I work for the benefit of safety and aviation, and on the other hand I run an aviation foundation. In turn, the Poland 3.0 program being the axis of the majority of my tasks was initiated and developed by the Nationwide Cluster of Innovative Enterprises, with which I have been involved for years.

Anyway, the team built around this project is the binder for my activities. It works like a swarm of bees: everyone is well organized and they know what to do. It allows us to be an effective link between private business, local governments, the state and the European Union. Thanks to this, we are able to create projects that are important for Poland.

## For example?

We have developed a recycling



**ANGELIKA JAROSŁAWSKA**

**28 YEARS OLD**

entrepreneur, activist,  
Poland 3.0,  
„303 Squadron.  
True story”

program for 50,000 tonnes of chemical weapons from the bottom of the Baltic Sea, which I presented to the General Secretary of the United Nations, and the Danish government used as a case study how clusters can support the economy. We have stopped the signing of the water directive, excluding Poland from inland waterway transport for at least 20 years. We even helped in the creation of the first Polish jet plane - Flaris LAR 1. We often take on difficult, many unrealistic projects.

**Where does this interest in industry, transport or clusters come from? It's unheard of for your peers?**

This is the aftermath of general interest in the economy. I decided early enough that I wanted to study economics. I studied at universities in Krakow, Warsaw and Barcelona. At the IESE Business School, I met people who created global clustering, including Antoni Subira (a long-time member of the Catalan parliament - ed.), thanks to whom I set myself in

this field. In time, I became an expert on cluster policy.

### How old were you when you started working?

Officially nineteen. At the beginning of my studies, I won the casting for the TV presenter of Polish Television. As a result, I spent the weekends at

popularizing white weapons.

### And how did you get to the Poland 3.0 program?

I have gone through all the stages in cluster organizations: from the assistant to the coordinator of programs implemented in the south of Poland. It was the same in the

She started with internships in art galleries and work on Polish Television, but eventually she became involved with business. The interest in cluster policy led her to the position of the vice-president of the National Cluster of Innovative Enterprises, an organization of over 3700 companies. Coordinates the Poland 3.0 program initiated by the Nationwide Cluster of Innovative Enterprises. the strategic initiative of the tri-seas, which seeks to combine key Polish infrastructure projects, as well as supports the development of inland waterway transport, construction of the Transnational Logistics Center and start-ups. – Angelika Jarosławska was an adviser to the board of Migam.org (a company that facilitated communication between deaf people and hearing). Recently, she also works on his own, developing the clothing brand Royal Military. She is passionate about art, history and aviation. That's why she makes a pilot's license and military jumps. She is also the ambassador of the film "303 Squadron. True Story." and manages the Foundation of the Remembrance of Polish Fighting Pilots in the Country and in the Oblast of the name of the Squadron 303.

work. I did not have a typical student life, I did not party. I have been unofficially working since I was a child, because I have always been willing to engage in my parents' projects - at least in the construction of an auction house in Biłgoraj. My father, Janusz, is a world-class expert in white weapons. He infected me with a passion for weapons and art. Therefore, before I took up clusters, I practiced in Warsaw galleries. To this day I am happy to help my dad in organizing shows, writing books or

National Cluster of Innovative Enterprises, to which I got in 2011 - today I am its vice president. People surrounded me there, who wanted wise economic projects to be implemented in Poland, which is not so obvious - we have a dozen unused railway stations. They were people who do not like the fact that Poland does not use its natural resources, can not plan in the long term and competes mainly with low labor costs and cheap labor. Finally, we have jointly developed an economic

program that includes lead to the development of multimodal transport in Poland and the construction of a large transnational logistics center in Silesia - Gorzyczki-Wierzniowice.

As part of the Program, Silesia will have the largest inland and multimodal port in Europe, the Logistics Center, which will create over 70,000 new jobs, allowing Poland to simultaneously use its transit location in Europe. As part of the inland port on the Odra, connected with the railway, our country will enter the New Silk Road project, which will reach the Logistics Center, through the extension of the broad-gauge line 65, LHS. The extension of the broad-gauge line is not only the optimal use of the line, which as part of the POLAND 3.0 program will develop its potential and become part of the multimodal center, which is important in the scale of development of the whole country. Logistics Center, which will be a transport "wind rose" in the area today most at risk of unemployment. The model for the Logistics Center is the Ruhr and Saarland in Germany. Silesia can be an analogous center of innovation, industry and logistics on a large scale.

It is the largest economic program in post-war Poland, comparable to the plan of Eugeniusz Kwiatkowski. When we finally took off - during the Economic Forum in Krynica in 2014 - I became the coordinator of this initiative.

### Why you?

I can manage people and projects. I am a good organizer.

### Economic initiatives often live in the rhythm of election cycles. How do you want to create something that will be long-term and apolitical?

It's a question of funding. We do not draw from state subsidies, but we use European and private resources. In our clusters, 3.7 thousand companies ➔

are associated. - from start-ups to Fakro, Wiśniowski, Konspol or Atlas. They are financially involved in our projects - in multimodal transport, inland navigation or construction of a logistics center - because they see a chance for themselves in them. Up to 90 percent Polish industry lies on rivers, so almost every company has an interest in it. Our cluster organization has been operating since 2008, which probably shows best that it is immune to political changes.

**Under the Polish 3.0 project, there are also start-ups - for example Karma Clutch, an online help desk created by Grzegorz Misiąg. Not so long ago you planned to get financing for it using ICO, but it did not happen. What is happening with this project?**

Initially, we wanted it to have a Polish and European range, but with time we came to Gregory that we want to promote this business globally. We had to change our plans and assumptions somewhat, but we still think that this is a project with a gigantic potential. We do not give up the idea to finance it with ICO. We simply shifted them in time.

**Recently, you got very loud about you because you are strongly promoting the movie "303 Squadron. True Story". Aviation is your new hobby?**

Not new, I've always dreamed of flying. I am a parachute jumper, I even make a PPL license, so soon I will be able to sit behind the controls and take a few people on board. Due to my parents' passion, the history was always alive in my home and these interests - historical and aviation - at some point coincided. When the idea of creating a movie about 303 Squadron appeared, I immediately caught fire on it and dealt with its promotion on an international scale. Producer Jacek Samojłowicz offered me to become the ambassador of film "303 Squadron. True Story".



**What does it mean?**

We put a lot of effort into making it even made. We've combined film and air environments. We have been involved in cooperation in the production of military and aerobatic pilots, veterans, pilot's family, and foreign aviation consultants. We were able to interest our production of the British Royal family - I met with Princess Kate and the prince Harry and prince William in this matter. For several years I have been in close contact with the producer, director and actors. I'll actually act as a line officer (laughs).

**The film has a budget of 16-17 million PLN, and the creation of a good historical production in Poland seems more difficult than the construction of a global technology company.**

Producers often strain Movie budgets. As a rule, good effects can be obtained with considerably smaller outlays. In the case of "Squadron", the lower budget was able to be compensated by the effort of several hundred people involved in the project, creators' cunning and a great plan outlined by Jacek Samojłowicz, producer and screenwriter of the movie. We managed to bring Hurricane, famous Orchard pub and original pilots' uniforms to Poland.

There are Hollywood special effects in the film, although shooting a minute of air combat requires a hundred hours of work and the involvement of a team of 60 people. Undoubtedly, it was possible to create a production worthy of history, in which Poland was waiting for 78 years. I believe that thanks to him, many people will have a passion for aviation. And that this production will have a good impact on our mentality and building our national identity.

**At the beginning of the conversation, you said you are a patriot, but not in a populist sense. So what is patriotism for you?**

On the one hand, cultivating memory and conveying history to the next generation, and on the other hand pragmatism and action. At a time when populism is a global trend, it is important to convey historical memory wisely. To build appropriate patriotic patterns. For me, the point of reference is the interwar period, which shaped the attitudes of the generation of Eugeniusz Kwiatkowski and people fighting in the Warsaw Uprising.

**Where do you see yourself in 10 years?**

I have been involved in many long-term projects, so the biggest reward for me would be to continue participating in the Poland 3.0 program, which would result in the creation of a new industrial district and the development of inland waterway transport. We're also working on the digital currency of the Tri-Seas, so in 10 years I would like to see it in use. In addition, I moved with the construction of my own boutique-clothing brand with a military pedigree, dedicated among others to aviation - Royal Militaire. I hope that by that time it will reach an international scale.

**It does not sound like you're going to rest.**

Because I'm not tired. 