



International Conference

Nearshoring into CEE – a new business strategy for international businesses

25 September 2024 | Warsaw

Is shortening the supply chain a temporary trend
or a mature strategy to protect against more *black swans*?
In which areas is nearshoring already a standard?
For which sectors will it become a necessity?
Nearshoring, friend-shoring or perhaps still offshoring?

Introduction

The recent pandemic, the war in Ukraine, the disruption of existing supply chains from Asia – these were certainly geopolitical events that couldn't have been predicted or foreseen – that's why they are known as black swans. Their extreme consequences have prompted companies around the world to review their strategies for ensuring efficient supply and resilient production processes.

The most discussed trend seems to be the relocation of operations from Asian countries back to Central and Eastern Europe. This includes not only the relocation of production, but also the search for suppliers or employees much closer to the headquarters, or even self-sufficiency.

However, in order to maintain CEE's competitiveness, it will be necessary to strengthen cooperation, along the lines of friend-shoring, between geographically close countries and symbiotic sectors in order to shorten supply chains and ensure stable sources of supply.

For many companies, however, locating production on another continent still makes sense, despite the risk of delayed or even broken supply chains. Lower operating and labour costs are always an argument for offshoring.

The question of which strategy is the right one will be tackled by experts – business theorists and practitioners operating in global markets – during the discussion panels of the international conference 'Nearshoring into CEE – new business strategy for international businesses' (25 September 2024, Warsaw; the event will be in English).

You are welcome to participate in this event!

Thematic framework

Opening speech

Chief Economist at one of the leading banks in Poland

Panel 1

**Is nearshoring an effective way to deal with black swans?
Lessons learned.**

Panellists

Panel discussion with the participation of representatives of the public sector, RE/industrial/energy/ICT industries, logistics/supply chain expert

Nearshoring enhances operational flexibility and mitigates risks from unpredictable events such as pandemics and political crises by diversifying production and service locations. This strategy boosts supply chain responsiveness and resilience but involves careful market analysis, upfront relocation costs, and potential cultural and regulatory hurdles. Strengthening cooperation among geographically close countries in CEE following the friend-shoring model can further ensure stable supply chains. Despite these benefits, some companies still prefer offshoring due to lower operating costs.

- Effectiveness of nearshoring: Which industries have benefited most from nearshoring given recent geopolitical developments?
- Offshoring incentives: What incentives do CEE countries offer to attract nearshoring investment?
- Legal and regulatory issues: What are the main regulatory and legal barriers to nearshoring in CEE?
- Business risks: What specific risks does nearshoring mitigate, and what are the arguments for offshoring?

Thematic framework

Panel 2

Relocation and the real estate market – strategies, investment and innovation

Panellists

Panel discussion with the participation of representatives of the commercial/ industrial property sector, Industrial investor, leading global commercial property and investment management company, government sector representative, infrastructure expert

Nearshoring is stimulating the real estate market in the CEE region, increasing demand for modern office, warehouse, and industrial space. Investment in infrastructure is key to attracting companies interested in relocating their operations. Sustainable construction and compliance with ESG standards are becoming essential elements of new real estate projects. Government regulations and investment policies significantly impact the region's attractiveness to investors, with challenges including adapting existing infrastructure and responding quickly to changing market needs.

- The impact of nearshoring on demand for commercial and industrial property: Which sectors are most in need of new space?
- Infrastructure investment to support nearshoring: What infrastructure projects are required to attract investors?
- The importance of sustainability (ESG) in real estate: What sustainability standards are being implemented in new developments?

Panel 3

CEE as a modern technology hub – infrastructure, innovation, cyber security

Panellists

Panel discussion with the participation of the technology sector representative, digital infrastructure expert, government sector representative, cybersecurity expert

The CEE region has great potential to become a key technology hub through investment in digital infrastructure, support for innovation and research, and access to a highly skilled workforce. Strategic partnerships and international cooperation can accelerate this transformation. Cyber security and data protection are essential for building a modern technology infrastructure, which must be a priority in the region's development strategy.

- Technology potential of CEE countries: What strengths does the region have in terms of technology?
- Technical and digital infrastructure: Which investments are key to developing CEE as a modern technology hub?
- Cyber security: What regulations and practices are key to ensuring the security of personal data in the region?

Networking session



When?

25 September 2024



Where?

Intercontinental Hotel
E. Plater 49, Warsaw, Poland



Registration

The number of places is limited. The event will be held in English. Participation in this event is free but registration is compulsory via the following link: [RSVP – I would like to attend*](#)

About us

DLA Piper is one of the largest global law firms in Poland, offering legal and tax services to both domestic and international clients and institutions.

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Our clients value our responsiveness, strong business acumen, commitment, client-centricity and work ethics. With over 130 lawyers and tax advisers we can provide international corporations, financial institutions, as well as local businesses with legal and tax services of the highest quality seamlessly.

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*We will send you a confirmation of your registration and provide you with the latest information about the conference soon.

