

## **OVER 800 GUESTS AT THE INTERNATIONAL OKTOBERFEST**

**The 8<sup>th</sup> edition of the International Oktoberfest, which took place on 15th September 2011, gathered 800 business managers, diplomatic corps and local government representatives in the Arsenal courtyard in Wroclaw. As in previous years high attendance proved that this event – an exceptional initiative undertaken by international chambers of commerce – became one of the most significant business events in the city and region.**

The International Oktoberfest in Wroclaw is one of the most significant international events in Poland and one of the largest and most prestigious business events in Lower Silesia. This year the organizers, American Chamber of Commerce in Poland, the British Polish Chamber of Commerce, the and Polish-German Chamber of Industry and Commerce were partnered by the Scandinavian-Polish Chamber of Commerce, Irish Chamber of Commerce, Belgian Business Chamber and Polish-Spanish Chambers of Commerce. The goal of the event is to integrate high and medium-level managers from companies associated in above chambers, their clients, business partners and other befriended companies from Lower Silesia.

The Honorary guests included city and regional representatives: Mr. Rafał Dutkiewicz – Mayor of Wroclaw, Ms. Ilona Antoniszyn-Klik – Deputy Governor of the Lower Silesia Province and Mr Rafał Jurkowlaniec, The Marshall of Lower Silesia. The organisers were honored to enjoy the company of Mr. Lee Feinstein, the Ambassador of the United States, Mr. Eugene Hutchinson, the Ambassador of Ireland to Poland, Mr. Robin Barnett, the Ambassador of Great Britain, Dr Gottfried Zeitz, German Consul General in Wroclaw and Mr. Allen Greenberg US Consul General in Kraków. Traditional tapping of the barrel by our distinguished representatives of the diplomatic court was the sign for official opening of the event.

Monika Richardson, a Polish celebrity and presenter for the evening interviewed a number of our international guests on their most exotic experience in our city in a Quiz called "Wroclaw – to fall in love with"

This year the organizers invited to Wroclaw a Bavarian orchestra - established in 1823 – Musikkapelle Niederwangen. This 22-person orchestra, with the youngest artist being 16 years old, the oldest 60, is known throughout Europe for its love for Bavarian tradition and a passion for playing together. Guests could appreciate an artistic ensemble and characteristic, colorful Bavarian costumes. Bavarian music performances were accompanied by original Celtic music, played by bagpipers. In order to underline the event's multiculturalism and to illustrate the true international character of the business environment in Wroclaw and Lower Silesia, the organizers went above and beyond to provide a wide choice of flavors this year. In addition to Bavarian cuisine, various types of beer and traditional beer pretzels, guests were able to take a taste of Spanish cuisine (gourmet sausages, including year old ham and cured pork), Belgian (high quality chocolate pralines), Irish (traditional Irish cheeses, smoked salmon and Jameson whiskey), and American (freshly baked chicken thighs from KFC and full of aroma Starbucks coffee). The special flavor to

the internationality of the event were added by Indian cuisine by the most famous in Wrocław Indian Restaurant Masala, and a masterpiece in looks and taste traditional Bavarian sweets live cooked by Pałac Alexandrów.

**Wrocław – the city of meetings. The city of the International Oktoberfest.**

The capital of Lower Silesia, which is one of the most dynamic cities in Poland, has been attracting Polish and foreign investors for years.

The fact that Wrocław is a modern, dynamic and innovative city played a crucial role when investors made their investment decisions. An important part is also played by the city's municipal government involvement in promoting the region and its pro-investment activities, which are supported by local enterprises.

The organizers would like to thank all sponsors, partners, suppliers of regional cuisines, raffle sponsors and subcontractors for your engagement and participation: pwc, AUDI Centrum Wrocław, Volkswagen Centrum Wrocław , SAGE, SEB, AVIVA, DHL, Chirurgia Estetyczna Adam Kaleciński, GetSix, Gildia Aniołów Biznesu, Knight Frank, Lorient, Lufthansa, Puro Hotel, Significa, Stahlbau Stieblich, Paulaner, Tyskie, Browary Namysłów (Zamkowe), Alba, Coca-Cola, Kaufland, Konsalnet, Masala, PM Group, Xpress, Pałac Alexandrów, Starbucks, Pizza Hut and KFC.