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RIEB Seminar /  
Faculty of Economics,  
Kobe University

# KOBE UNIVERSITY WORKSHOP:

## POLITICAL AND BUSINESS ISSUES OF POLAND IN THE EU

Wednesday  
June 4, 2025



10:40 - 12:10



Room 232, Main Bld.,  
Kobe University

Click here for the Campus Map. No.1 is the  
Main Building at Rokkodai Campus.  
<https://www.econ.kobe-u.ac.jp/en/map-access/>



### "Introduction"

10:40-10:45

**Ralf Bebenroth** (RIEB, Kobe University)

**Eva Hanada** (Institute for Promoting International Partnership, Kobe Univ)

### "Poland in the EU"

10:45-11:20

**Katarzyna Dziewanowska**

(Faculty of Management, University of Warsaw)

This lecture explores Poland's journey and evolving role within the European Union since its accession in 2004, examining the historical, political, and economic factors that motivated its membership. It analyzes Poland's influence in EU policymaking, especially in areas like energy, agriculture, and Eastern relations, as well as its complex relationships with key member states and EU institutions. The lecture delves into the economic transformation driven by EU funds, trade integration, and labor market changes, while also addressing social and cultural shifts such as migration, modernization, and identity debates. Special focus is given to rule of law controversies, tensions over democratic standards, and value-based conflicts concerning issues like LGBTQ+ rights and climate policy. Also, the impact of educational mobility programs like Erasmus+, the internationalization of Polish universities, and long-term demographic trends are discussed.

### "The Making of a Nation Brand: Poland's Identity in Transition"

11:20-11:55

**Monika Skorek**

(Faculty of Management, University of Warsaw)

In this lecture, I will explore how Poland's national brand has evolved in tandem with political transformations, focusing on post-EU accession marketing efforts to reshape its identity and distance it from its Soviet past.

Branding expert Wally Olins, who helped shape Poland's image, described its strength as rooted in "Creative Tension"—a dynamic blend of contrasts: West and East, passion and pragmatism, ambition and realism. This tension fuels a restless, energetic national character.

I will examine Poland's brand through five lenses: historical, touristic, scientific and cultural, product-based (notable Polish brands) and personal (renowned Polish individuals). Effective nation branding requires coordination between public institutions, private entities, and citizens. Only through joint effort can a consistent, credible message be conveyed—shaping how Poland is perceived today.

### "Q&A"

11:55-12:10

### Registration

to attend this workshop, please complete the  
registration form by the 29th of May, 2025.

<https://www.ocans.jp/kobe-u/entry/all?FID=2qngDEAk>

