

*Dimar Polska Sp. z o.o. finalist and winner of the 'Skrzydła Biznesu' award
from the Ministry of Economic Affairs.*

Best SME company from the Łódź region.



Warsaw, 18th of November 2010.

The sixth regional gala event, and at the same time national finals of the yearly 'Business Wings' awards, took place at the Capitol Theatre in Warsaw.

This yearly business ranking is organized by Polish daily newspaper Dziennik-Gazeta Prawna, together with the Ministry of Economic affairs.

The 'Business Wings', or 'Skrzydła Biznesu' in Polish, are handed out to the best companies from the small and medium enterprise sector or in short SME, in acknowledgement of their financial results.

The 'Business Wings' for the winners from the Łódź and Mazowieckie regions, together with the winners of the national finals, were handed out by vice-minister Rafał Baniak and Polish actress Kasia Figura.

'The good position of Poland on the world economic map during the present economical crisis was achieved most of all thanks to the efforts from our entrepreneurs in the small and medium business sector', said vice-minister of economic affairs Rafał Baniak during the 'Business Wings' awards ceremony.

Dimar Polska Sp. z o.o. was proud to receive **first prize as best small company from the Łódź region**, out of 15 companies nominated.



Jasja van der Veen, General Manager of Dimar Polska Sp. z o.o. , standing third on the left, and vice-minister Rafał Baniak on his right hand side.

„ As an entrepreneur from the Netherlands who has been active on the Polish market since 12 years, I value mainly two things in winning this special award.

First of all, I am happily surprised, as we did not apply for this business beauty contest, but were selected by the organizers out of thousands of companies active on the Polish market.

*Second, it is always nice to receive external approval, saying the way Dimar Polska runs it's business is a good way of doing business, as independent analysts awarded our company first prize based on hard financial data'- said **Jasja van der Veen – the owner and manager of Dimar Polska Sp. z o.o.***

„When meeting successful entrepreneurs during our conferences and award ceremonies, one has to remember that this business sector, the SME sector, is responsible for 70% of all jobs in Poland. It mobilizes us to continuously extend our co-operation with companies from this sector', said Dimitris Panagiotopoulos, vice-director of the SME business department at Polbank EFG.



Dimar Polska Sp. z o.o. is an outsourcing company focused on call center, telemarketing and database management services, based in Łódź. Dimar Polska counts among its customer base airlines, banks, retail chains, leasing firms and insurance companies.

From market research to B2B appointment-setting to tele-sales, cross-sales and customer satisfaction measurement, Dimar assists their clients to reach out and be in direct contact with their (potential) customers.



‘Skrzydła Biznesu’, i.e. ‘Business Wings’, is a new ranking of companies which can be trusted by their potential business partners, as they are able to grow despite of difficult market circumstances, and which growth is based on innovation. Companies receiving the ‘Business Wings’ can even in recession times pride themselves because of their sound financial results.

Nomination of companies into the ‘Business Wings’ ranking follows three phases during which data provided by Dun&Bradstreet, the world financial analysis market leader, are being compared.

Dun&Bradstreet first evaluates thousands of companies in the micro, small and medium sized business categories, based on key financial results.

From those, the ones with the best Failure Score are chosen. This ratio evaluates the risk of bankruptcy for a given company, and is a key indicator used by Dun&Bradstreet to compare different companies across sectors.

Finally, from the companies in the best financial condition, 100 companies are chosen in each of six Polish regions, which show the highest year-on-year turnover growth.

Additionally, the final 100 companies are checked by the National Register of Debts, in order to avoid nominating companies who do not pay their bills.

From the 100 finalists in each region, 15 receive the 'Business Wings' nomination, and enter the national finale.