

## Press Release

**10 December 2021**

### Brussels

***The European Enterprise Alliance welcomes ZIPSEE "Digital Poland" as a new member and Michal Kanownik as the Member of the Board of Directors.***

On 7 December, the EEA welcomed ZIPSEE "Digital Poland" (Zwiazek Cyfrowa Polska) as its newest member and admitted Michal Kanownik to the Board of Directors.

ZIPSEE "Digital Poland" - Association of Importers and Producers of Electrical and Electronic Equipment - is an industry employers' organisation, a non-profit organisation bringing together the largest companies from the consumer electronics and IT operating in Poland, including both manufacturers, importers and distributors of electrical and electronic equipment. Its activities focus on legislative initiatives defined by its members that directly or indirectly impact the activities of affiliated companies.

Marcin Nowacki, President of the European Enterprise Alliance: *"I am thrilled to welcome ZIPSEE "Digital Poland" as our member. Together we can advance the digital policy in Central and Eastern Europe region to ensure that each business has the best environment to thrive."*

Michal Kanownik, President of the Board of ZIPSEE "Digital Poland," said, *"We are grateful for this opportunity and look forward to a fruitful cooperation to improve the legislative environment for our Members and create new opportunities for Polish companies. I am honoured to become a Board Member of the EEA, and I am committed to furthering the agenda of the organisation."*

Damir Filipovic, Secretary-General of the European Enterprise Alliance, highlighted, *"I believe that ZIPSEE "Digital Poland" will complement our work and allow us even better to represent the sector's needs towards the European stakeholders."*

**For further information please contact:**

**Damir Filipovic**  
Secretary General  
European Enterprise Alliance  
filipovic@enterprisealliance.eu