

Wrocław, November 30, 2023

## ***Krzysztof Domarecki wins Lower Silesian Key to Success***

**Krzysztof Domarecki, a Wrocław-based business leader and majority shareholder of Selena Group, has won the 2023 Key to Success accolade for Most Influential Figure in Promoting Lower Silesia in the 27th Lower Silesian Key to Success Awards. The jury of the award recognizes individuals, businesses and organizations that help build a positive image of the region in Poland and beyond.**

For the twenty-seventh time, the jury of Lower Silesian Key to Success Awards have recognized individuals and organizations committed to enhancing the prestige and repute of the Lower Silesia region. In 2023, the award for Most Influential Figure in Promoting Lower Silesia was presented to Krzysztof Domarecki in recognition of his contribution to promoting the region in Poland and abroad. The jury stressed the total of Krzysztof Domarecki's accomplishments and, in particular, his actions towards fulfilling his public duties. Krzysztof Domarecki has been involved in various business and social initiatives for many years. Through his efforts, over the past 25 years, Selena has carved out market shares in most European countries, the USA, Brazil, South Korea and China, with the Polish brand Tytan becoming the byword for high-quality construction chemicals. Managers, partners and business representatives from all over the globe visit Selena facilities in Lower Silesia to learn about the company's innovations. In the process, they see a rapidly developing region and its investment potential. The 2011 Award of the Mayor of Wrocław came with the following citation: "Through building a recognizable company brand, Domarecki actively places the Wrocław economy within a global network."

*"Selena's operating model is based on the fact that it is headquartered in Wrocław and the individual companies of Selena Group are located in countries on four continents. Add to this Selena's long list of distributors and clients from close to 100 countries. This is how we develop relationships with managers and customers from all over the globe. They come to Wrocław or to our R&D center in Dzierżonów almost every month. They see how Polish people work, how modern Poland functions and how it is changing. They take that image back home and share it within their communities,"* Krzysztof Domarecki said.

Domarecki is the recipient of numerous awards and titles, including the Award of the Mayor of Wrocław and the 2017 Wektor Award of the Employers of the Republic of Poland. He was also honored with the Medal of Poland's 100th Independence Anniversary, presented by the Polish Prime Minister, and received the Bene Merito Medal from the Polish Minister of Foreign Affairs. In 2021, he became an ambassador of the #BuildingLife global campaign for sustainable construction and he is a member of the University of Wrocław Council.

Founded in 1997, the Lower Silesian Key to Success is a regional award whose jury includes eminent local government officials, academics and business leaders associated with Lower Silesia. The award seeks to recognize outstanding figures, businesses and organizations as well as local governments that help raise the region's profile. The Award is the brainchild of the Association for the Promotion of Lower Silesia. Krzysztof Domarecki has joined the roster of the previous winners in the Most Influential Figure in Promoting Lower Silesia category: Prof. Alicja Chybicka, Prof. Krzysztof Simon, Prof. Jan Miodek, Piotr Paleczny, Tadeusz Różewicz, Kinga Preis, Norman Davies, Dr. Adolf Juzwenko and Ewa Michnik.

# Press release

## Contact for media:

Alicja Kliber  
[alicia.kliber@selenagroup.com](mailto:alicia.kliber@selenagroup.com)

Agnieszka Kaniewska  
[akaniewska@kplus.agency](mailto:akaniewska@kplus.agency)  
[+48607528883](tel:+48607528883)

For more details, please visit: [selenagroup.com](http://selenagroup.com) and the press office: [selenagroup.prowly.com](http://selenagroup.prowly.com).

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## Additional information:

### Selena Group

Selena Group is a global producer and distributor of construction chemicals and one of the four largest global producers of mounting foams for construction. For over 30 years, it has been successfully delivering innovative products that accelerate and facilitate work on construction sites in nearly 100 countries. Its foams, sealants, adhesives, waterproofing products, insulation systems, fastenings, and the complete energy roof system not only help in saving energy, water and time, but also substantially increase the energy efficiency of buildings. Selena Group has been actively working for sustainable construction. It participates in projects of the Polish Green Building Council (PLGBC) and the Polish ESG Association.

With its international experience gained in diverse markets, Selena Group can grow fast as an innovative company. The company has 30 companies in 19 countries and its own Research and Development Center, which coordinates the operations of local laboratories. Selena's manufacturing plants are located in Poland, Spain, Italy, Romania, Turkey, Kazakhstan, China and South Korea. Its high quality and innovative products are appreciated by the Group's partners and customers, who choose the Group's recognizable brands such as: Tytan Professional, Quilosa Professional, COOL-R or Matizol. In 2008, the shares of Selena FM S.A., the Group's holding entity, became admitted to trading on Warsaw Stock Exchange.