



EUROPEAN CONGRESS

of Small and Medium – Size Enterprises

8. EDITION
17-19
OCTOBER
2018



THE SELF-GOVERNMENT
THAT SUPPORTS SME



BUSINESS EXPO
FAIR



KongresMSP

www.ekmsp.eu

09:00-17:00

Business Expo Fair

Business Expo Fair is the largest marketing event related to services and products for business. Among over 100 entities presenting their offers to business, there are companies offering e.g. legal, bookkeeping, IT, marketing services, training courses offer or corporate trips, but offering also non-conventional solutions which facilitate the lives of entrepreneurs.

The fair area will also offer workshops and consultations with experts, networking and B2B meetings.

Strategic Partner:



09:45-10:45

Citizens' Dialogue on the Digital Europe with Mariya Gabriel - European Commissioner for Digital Economy and Society

Accompanying events

Citizens' Dialogues are public debates with European Commissioners and other EU decision-makers, such as members of the European Parliament, national, regional and local politicians.

The events take the form of a question and answer session. It's your chance to ask EU politicians questions, make comments and tell them how EU policies affect you. You can also share your ideas on the future of Europe.

Citizens' Dialogue is open to the public.

11:00-13:00

Inaugural session

The ceremony of the inauguration of the 8th European Congress of Small and Medium-sized Enterprises

Opening speeches of Hosts, Co-hosts and Co-organizers of the Congress.

Speech of the Honorary Guest:

Mateusz Morawiecki, Prime Minister of the Republic of Poland:

"Development of SME sector companies as the foundation of Poland's economic development"

Introductory speech:

Professor Jerzy Buzek, Chairman of the Honorary Committee of the 8th European Congress of SMEs

The programming speeches:

Mariya Gabriel, Commissioner for the Economy and Digital Society, European Commission,

Pengqi Lu, Vice Chairman of the China Council for the Promotion of International Trade,

Jens Ocksen, Volkswagen Group Representative, Member of the Management Board of Volkswagen Commercial Vehicles, President of the Management Board of Volkswagen Poznań,

Adam Abramowicz, Small and Medium-Sized Enterprises Spokesman,

Moderator: Red. Marek Durmała, TVP Katowice.

11:30-17:00

Strefa eksperta

godz. 9.00-17.00

Urząd Statystyczny

Prezentacja oferty informacyjno-edukacyjnej Urzędu Statystycznego i możliwość przeglądania baz danych statystycznych. Podczas konsultacji będzie można poznać rolę statystyki publicznej w społeczeństwie w momencie przypadającego w roku bieżącym jubileuszu 100-lecia utworzenia GUS, a także, przed zbliżającym się Szczytem Klimatycznym w Katowicach, poznać tematykę ochrony środowiska od strony badań statystycznych realizowanych przez specjalistyczny Ośrodek Statystyki Ochrony Środowiska.

Fundacja Firm Rodzinnych

Miejsce: Strefa eksperta na Targach Biznes Expo

Partner strefy:

13:00-16:00

FACEBOOK: Boost Your Business

The Academy
of Marketing
and Sales

- Mobile, visual and personalised future – scaling of business with Facebook.
- How to use the Facebook ads best?
- Going Global with Facebook – broadening of range and acquiring customers from all over the world. Moving up a gear on Instagram - how to create interesting and business development supporting content.

Invited experts:

- Mariya Gabriel, Commissioner for Digital Economy and Digital Society, European Commission,
- Karol Karpiński, Client Solutions Manager, Facebook,
- Jacob Turowski, Head of the team for public policy in Poland and Baltics, Facebook,
- Mateusz Wyszzyński, Client Solutions Manager, Facebook.

Agenda:

13:00 - 13:25 OPENING AND WELCOME (Jakub Turowski, Mariya Gabriel)

13:25 - 13:45 INSPIRATIONAL PRESENTATION:

- A mobile, visual and personalized future.

13:45 - 14:15 SME DISCUSSION PANEL

- How to scale business and achieve success.

14:15 - 14:45 SESSION I

- How to better use ads on Facebook.
- Learn more about ads on Facebook, learn about advertising statistics and use them to achieve optimal business results.

14:45 - 15:00 BREAK

15.00 - 15.30 SESSION II

- Go to the world with Facebook.
- Discover how your business can increase reach and find customers around the world.

15.30 - 16.00 SESSION III

- We are throwing the second gear in Instagram.
- Tips for creating interesting, content-supporting content on Instagram.

13:00-14:00

Spotkania Networkingowe

Chcesz poznać kilkudziesięciu potencjalnych partnerów i klientów w ciągu kilkudziesięciu minut? Zarejestruj się na speed networking.

W ciągu niecałych 60 minut dowiesz się:

- jak nawiązać pierwszy kontakt,
 - jak rozpoznać, czy osoba, z którą rozmawiasz jest potencjalnym klientem, czy partnerem,
 - co mówić, aby zostać zapamiętanym,
 - co zrobić z własną i cudzą wizytówką,
 - co zrobić po spotkaniu, aby rozmowa przerodziła się w dalszą współpracę,
- oraz porozmawiasz z kilkudziesięcioma osobami zainteresowanymi nawiązaniem kontaktu.

Nie zapomnij o wizytówkach: kilka to za mało, przyda się kilkadziesiąt!

Miejsce: **Strefa networkingu na Targach Biznes Expo**

Prowadzenie: **Concordia Business Club**



concordia

B U S I N E S S C L U B

13:00-16:30

Forum Dobrych Praktyk: konsultacje dla przedsiębiorców

Forum Dobrych Praktyk zaprasza na bezpłatne warsztaty i konsultacje dla przedsiębiorców, którzy chcą świadomie budować swoją markę !

13:00 Konsultacje

14:00 WARSZTAT: Wojciech Mierowski: *Branding, Jak to się robi w Chicago (i nie tylko)?*

15:30 Konsultacje

Ministerstwo
Kultury
i Dziedzictwa
Narodowego.

(<http://www.mkidn.gov.pl/>)

FORUM
DOBRYCH
PRAKTYK

(<http://fodop.pl/pl/>)

Dofinansowano ze środków Ministra Kultury i Dziedzictwa Narodowego
pochodzących
z Funduszu Promocji Kultury

13:30-15:00

The market of the employee, perspectives for the employers

Labor market
and education

- Poles at work, i.e. the art of managing generations,
- Flexible forms of employment in the context of the Labour Code and the expectations of the employers,
- For bread - but just for bread? The reasons of Polish employment migration,
- Foreigners in the Polish labour market - chances and threats for the development of the business,
- How long will the employee labour market survive in Poland?
- The situation on the French labour market - the employer's view,
- Presentation of awards for the winners of the contest promoting enterprises established upon a refund awarded by the District Labour Offices of the Voivodeship of Silesia.

Invited experts (in alphabetical order):

- Laurent Dupont, HR Director ZF PKW Mecacentre,
- Andrzej Kempa, Vice President of the Board of the BST Group Sp. z o.o.
- Alina Nowak, chairwoman of the Convention of Directors of the District Labour Offices of the Voivodeship of Silesia, Director of the District Labour Office in Zabrze,
- Jens Ocksen, CEO of Volkswagen Poznań and Board Member VW Commercial Vehicles,
- Stanisław Szwed, Secretary of State at the Ministry of Family, Labour and Social Policy,

Moderator:

- prof. nadzw. at the Silesian University of technology in Gliwice dr hab. Małgorzata Dobrowolska, College of Social and Foreign Philologies, Silesian University of Technology

13:30-15:00

Polish roads to success - imitations or imitations?

Management
and
development

- Market bonus for inventiveness - a fact or a fable?
- How persistent is the outweigh of an innovator in global economy?
- Can imitations of innovative products be a source of market success?
- In what domains can Polish entrepreneurs be innovative on a global scale?
- In what areas should we focus on creative imitation?
- The risk of innovations and the risk of imitation in the context of financing opportunity,
- The role of the state and its institutions in building innovative and imitative enterprises.

Invited experts (in alphabetical order):

- Anna Azari, Ambassador of Israel to Poland,
- Piotr Dardziński, Secretary of State at the Ministry of Science and Higher Education,
- Jadwiga Emilewicz, Minister for Entrepreneurship and Technology,
- Bożena Lublińska-Kasprzak, member of the BCC Economic Shadow Cabinet, former president at PARP [Polish Agency for Entrepreneurial Development],
- Paweł Przewięźlikowski, President of the Board at Selvita S.A.,
- Bartosz Sokoliński, Director of the Development and Innovation Office of the Industrial Development Agency JSC,
- Janusz Steinhoff, Chairman of the Council of the National Chamber of Commerce and the Regional Chamber of Commerce in Katowice, Deputy Prime Minister, Minister of Economy in 1997-2001,
- Magdalena Zawadzka, Partner at Crido Business & Innovation Consulting Sp. z o.o.,
- prof. dr hab. n med. Marian Zembala, Chairman of the Council of the Zbigniew Religa Foundation for Development of Cardiac Surgery.

Moderator:

- prof. dr hab. Marek Pawełczyk, Vice-Rector for Science and Development of the Silesian University of Technology.



(<https://www.ncbr.gov.pl/>)



(<https://www.arp.pl/>)



13:30-15:00

Security 2.0 Technology as a chance and a threat for the society

Digital
Company

- Are we ready to react to threat?
- What should be the approach of Polish companies and financial institutions towards cyberspace?
- Science for business. In search of the most effective solutions.
- Will we live to see cyberpolice?

Invited experts (in alphabetical order):

- dr inż. Adrian Kapczyński, Department of Applied Mathematics, Silesian University of Technology,
- Aleksander Ludynia, Director for Security at AC Delivery Center Sp. z o.o.,
- Błażej Pabiszczak, CEO YetiForce Sp. z o.o.,
- Jakub Peplowski, Head for Cooperation with Enforcement Bodies at Allegro.pl sp. z o.o.,
- Krzysztof Pietraszkiewicz, President of the Association of Polish Banks,
- Judge of the District Court Marcin Szymczak, National School of Judiciary and Public Prosecution,

- mł. insp. Sławomir Szumilas, Deputy Director of the Office for Fighting Cybercrime,
- Marek Zagórski, Minister for Digitization.

Moderator:

- dr inż. Krystian Mączka - WSB University / dr Paulina Polko - WSB University



(<http://www.wsb.edu.pl/>)

13:30-15:00

The future of the single market

Global SME Meeting

- What are the barriers of the single market and is the EU going to address this problem,
- What should be the focus domains of future EU actions to intensify the single market?
- How does Poland assess the influence of Brexit over single market functioning?
- What is the meaning of Polish digital dimension of the unified market? What are the benefits noticed by Poland in digitization of the single market?
- Are further freedoms liberalizing free flow of goods and services as a part of internal market necessary?
- In what way to assure the observance of the rule of mobility of workers?
- Observance of rules of subsidiarity and proportionality and keeping a treaty-based division of powers,
- Securing the interests of road transport enterprises from Central Eastern Europe countries, in light of intensifying negative tendencies in the internal EU market?

Invited Experts:

- Jacek Czaputowicz, Minister of Foreign Affairs of the Republic of Poland,
- Marek Prawda, Ambassador of the Republic of Poland in Sweden (from 2001 to 2005) and in Germany (from 2006 to 2012), Permanent representative of Poland to the European Union (from 2012 to 2016); from 1st of April Head of the Representation of European Commission to Poland.

| | | |
|-------------|--|---------------------|
| 13:30-17:00 | <p>Conference of the Polish Agency for Enterprise Development: Right to entrepreneurship - small companies, big changes</p> <p>The subject of this meeting will be the Business Constitution and other legislative changes facilitating establishing and running business. The Conference will be supplemented with informative zone, where experts from the Ministry of Entrepreneurship and Technology, Ministry of Finance, National Treasury Administration, Polish Agency for Enterprise Development, European Funds Information Point, Social Insurance Institution [ZUS] Bank Gospodarstwa Krajowego will be at your service.</p> <p>13:30 Registration and welcome coffee</p> <p>14:00 – 14:30 Opening of the Conference</p> <p>Invited Special Guests:</p> <p>Jadwiga Emilewicz, Minister of Entrepreneurship and Technology, Jadwiga Lesisz, a.i. President of PARP, Marek Ćmiel, Director of UDT, division Katowice, Kariona Adamek – Bienia, Deputy Director of the Tax Administration Chamber in Katowice.</p> <p>14:30-15:00 Changes and facilitations in running a business – Ministry of Entrepreneurship and Technology</p> <p>15:30 – 16:00 Project „3*P” in practice – tax facilities for companies – Ministry of Finance</p> <p>15:30-15:40 Constitution for business - ZUS for business - Social Insurance Institution (ZUS)</p> <p>15:40-16:10 Q&A session</p> <p>13:30-16:10 Information Zone with experts</p> | Accompanying events |
| 13:30-15:00 | <p>New tax ordinance - a revolution or just slight changes</p> <ul style="list-style-type: none">• What are the reasons of the necessity to introduce changes to the presently existing Tax Code? What are the most important failures in it?• What are the most important changes proposed to the new Tax Code?• Will new provisions related to tax procedure and the system of issuance of interpretations influence the improvement of the situation of taxpayers? <p>Invited experts (in alphabetical order):</p> <ul style="list-style-type: none">• Prof. dr hab. Robert Gwiazdowski, Chairman of the Council, Warsaw Enterprise Institute,• Prof. dr hab., Adam Mariański, tax advisor, attorney, associate professor at the Department of Tax Law at the University of Łódź and the Managing | Law and State |

Partner at Mariański Group,

- Andżelika Możdżanowska, Secretary of State in the Ministry of Investment and Economic Development, Government Plenipotentiary for Small and Medium-sized Enterprises,
- Filip Światała, Undersecretary of State in the Ministry of Finance.

Moderator:

- Aleksandra Fandrejewska, Editor at Prawo i Legislacja newsletter, Association of Entrepreneurs and Employers.



13:30-15:00

Sino-Polish cooperation for HI-TECH development

Global SME Meeting

TOPICS OF THE DISCUSSION PANEL:

- Higher Universities as a source of highly qualified staff developing Hi-Tech technologies.
- Opportunities and expectations related to various, intersectoral forms of cooperation.
- Cooperation between Polish and Chinese universities, at what stage is Silesia?
- The Silk Road is not just an economy. How can it enrich cooperation in field of science and education?

INVITED EXPERTS:

- Professor Liu Gonghui – President of the Beijing University of Technology, China,
- Professor Tang Boming – President of the Chongqing Jiaotong University, China,
- Lu Pengqi, Vice Chairman of China Council for International Trade,
- Prof. PhD, Jolanta Tambor, Rector's Proxy for International Students, Director of the School of Polish Language and Culture,

- Professor Marek Tukiendorf - Rector of the Opole University of Technology, Chair of the International Cooperation Committee of the Conference of Rectors of Academic Schools in Poland,
- Tomasz Zjawiony, President of Chamber of Commerce and Industry in Katowice.

MODERATOR:

- Arkadiusz Mężyk, Rector of Silesian University of Technology, SUT

| | | |
|-------------|--|--|
| 13:30-15:00 | <p>Young Entrepreneurs and Startups of the V4 countries - development opportunities and future perspectives</p> <ul style="list-style-type: none"> • Specialization of the city/region/countries of the Visegrad Group • Public instruments for the SME sector and startups • Mechanisms for supporting internationalization in the Visegrad Group • Startup ecosystem within the Visegrad Group • Challenges in acquiring talents • Barriers to cooperation within the Visegrad Group <p>Invited experts:</p> <ul style="list-style-type: none"> • Katarzyna Abramowicz, CEO, Specfile, Poland • Michal Artim, entrepreneur, Slovakia • Janusz Dramski, manager of Business Link Katowice, vice president of Chamber of Commerce and Industry in Katowice • Benjamin Knöfler, vice president, European Confederation of Young Entrepreneurs YES for Europe in Brussels • Roman Michalek, entrepreneur, Czech • Matej Michlík, co-founder, Nice Visions, Słowacja • Katarzyna Papież-Pawełczak, chairman of the board, SPIN-US Sp. z o.o. special-purpose company of the University of Silesia • András P. Tóth, founder, CodeBerry Programming School, Hungary • Robert Vlach, founder, Navolnenoze.cz and Procesoid.com, Czech • Representative of European Commission <p>Moderator:</p> <ul style="list-style-type: none"> • Kamil Durczok, editor in chief, SILESION | YES Summit - Young Entrepreneurs & Startups Summit |
| 14:00-15:00 | <p>„Study of the conflict”. Designing as a process between the agency and a client.</p> <p>Stowarzyszenie Twórców Grafiki Użytkowej, Lena Pianovska, Lena Mitkova</p> | Strefa Prezentacji na Biznes Expo |
| 14:30-18:00 | <p>7th Scientific Conference entitled: “Innovations in Biomedical Engineering – IIBE 2018”</p> | Accompanying events |

The “**Innovations in Biomedical Engineering**” Conference (www.iibe.pl) is organized by the **Department of Biomedical Engineering at the Silesian University of Technology**, in cooperation with the **American Heart of Poland SA**. This initiative is a reformulated continuation of the “Silesian Biomedical Engineering” conference whose four editions were held in Zabrze between 2012 and 2015. This change resulted from an intention to give the conference a scientific character.

This year’s edition of the “innovations in Biomedical Engineering” will for the first time constitute one of accompanying events of the 8th European Congress of Small and Medium-Sized Enterprises and will be held between 17th and 19th of October 2018 at the International Conference Centre in Katowice.

This new initiative will be an opportunity to present the scientific and research achievements to a large assembly of the participants of the congress. It will be participated by e.g. the representatives of: the authorities of the Voivodeship of Silesia, universities, scientific and research institutions both domestic and foreign, as well as the representatives of hospital units. An exhibition is also included as a part of this event



15:30-17:00

Silk route

Global SME Meeting

- Is the new Silk Route a road to tightening of cooperation between Central Europe and China?
- Which sectors should follow the Silk Route most intensively? Which have already entered the Silk Route? A trial to assess the first effects.
- New Silk Route is also to introduce to the world of advanced technologies. Can it actually happen?
- New Silk Route is a vision for great undertakings. Is there a place for small and medium-sized companies?
- The Route must enable moving - perspectives for transport infrastructure.
- Silesia joins the accomplishment of the New Silk Route. How can this intention be effectively implemented?

Key Note Speech:

- Lu Pengqi, Vice-President of China Council for the Promotion of International Trade,
- Michał Gramatyka, Vice-Marshall of the Silesian Voivodeship.

Invited Experts:

- Rafał Adamczyk, Mayor of the Town of Sławków,
- Yu Chen, Vice-President of the China Council for the Promotion of International Trade – Shanghai Branch,
- Tadeusz Donocik, Honorary President of Chamber of Commerce and Industry in Katowice,
- Xin Gu, Coordinator of the China Business Group at PricewaterhouseCoopers,
- dr inż. Marcin Górski, Faculty of Civil Engineering Silesian University of Technology, Director of Project Management Center Silesian University of Technology,
- Ryszard Hermanowski, Executive Director at Haitong Investment Banking, Haitong Bank S.A. Warsaw Branch,
- Grzegorz Podlewski, Vice-Chairman of the Board of the GZM Metropolis,
- Jakub Styczeń, President of the "Euroterminal Sławków" Ltd,
- Bin Xia, Country Head of Poland Bank of China – Warsaw.

Moderator:

- Andrzej Pieczonka, attorney in fact of the Regional Chamber of Commerce and Industry for cooperation with the People's Republic of China

15:30-17:00

Polish software house - an engine for native export of IT services

- Who are and who do the native "software houses" work for - small and medium enterprises involved in providing IT services,
- Polish IT developer - national export best-seller,
- Main directions for development and barriers in growing for this sector,
- Keeping fast dynamics of the growth of the market - recommendations for public administration.

YES Summit -
Young
Entrepreneurs
& Startups
Summit

15:30-17:00

Foreign expansion of Polish SMEs

- "Is it just the price?" The dominance of Polish companies in export.
- Financing of export - what are the best solutions.
- Risk in export.
- Main export barriers.
- Just the European Union?

Invited experts (in alphabetical order):

- Adrian Malinowski, Ministry of Entrepreneurship and Technology,
- Wiktor Pawlik, Vice-president of the "Pro Silesia" Business - University - Region Association; President of the Regional Chamber of Commerce and Industry in Gliwice,
- Piotr Piękoś, Bank Pekao S.A.
- Maciej Spychała, Export Credit Insurance Corporation S.A.
- Piotr Stolarczyk, Bank Pekao S.A.

Global SME
Meeting

- Katarzyna Śledziewska, DELab University of Warsaw.

Moderator:

- Maciej Wośko, Editor-in-Chief of the "Gazeta Bankowa" monthly, in Gospodarka.pl

15:30-17:00

The new concept for public procurement - the analysis of the direction of changes proposed by the Ministry of Entrepreneurship and Technology

Law and State

- Will the new concept of public procurement be a revolution in relation to the existing Public Procurement Law?
- How many defects in the presently existing is eliminated by the new concept of public procurement?
- Is the new concept of public procurement properly outweighing the proportions between ensuring competition when executing public procurement and care for reasonable management of public money?

Invited Experts (in alphabetical order):

- Michał Czeredys, President of the Board at Arcus SA,
- Jakub Bińkowski, Secretary at the Department of Law and Legislation at the Association of Entrepreneurs and Employers,
- Mariusz Haładyj, Undersecretary of State at the Ministry for Entrepreneurship and Technology,
- Urban Kielichowski, President of the Board at Stratera Med,
- Karol Wójcik, Chairman of the Program Board, Association of Waste Management Employers.

Moderator:

- Aleksandra Fandrejewska-Tomczyk, Editor of Bulletin of Law and Legislation of the ZPP

15:30-17:00

Unified VAT rate and its consequences - a concept to simplification of the concept of taxes

Law and State

- Which practical problems result from the casuistical character and the level of complexity of the currently existing matrix for VAT rates?
- How does the Polish matrix for VAT rates look like in comparison with the rates being in force in the EU countries?
- What were the economic and social reasons for the unification of the VAT rate in Poland?

Invited experts (in alphabetical order):

- Adam Abramowicz, Small and Medium-Sized Enterprises Spokesman,
- Michał Borowski, Partner of Tax Advisory Department, Crido Sp. z o.o.
- Marcin Nowacki, Vice-president of the Association of Entrepreneurs and

Employers,

- Henryk Siodmok, entrepreneur,
- dr Michał Wójcik, Secretary of State at the Ministry of Justice.

Moderator:

- Artur Kiełbasiński, Radio Gdańsk Journalist

15:30-17:00

Sustainable urban mobility

Round table

Self-
government

- Sustainable transport and its impact on the increase in the quality of life of residents, competitiveness and attractiveness of the region. Good practices.
- The idea of sustainable mobility as a recipe for air pollution, noise, crowded city centers ...
- Electrification of public transport. First steps in the electric revolution.
- The future is shared mobility? Car sharing and ride sharing as shared mobility with urban transport support. How to encourage residents to change their travel habits?
- Bicycling through the Metropolis. Metropolitan bike as a complement to public transport.

Invited guests:

- Jadwiga Emilewicz, Minister for Entrepreneurship and Technology,
- Piotr Dardziński, Undersecretary of State, Ministry of Science and Higher Education.
- Arkadiusz Chęciński, Mayor of Sosnowiec,
- Marcin Dumnicki, President of the Board at the Association of “Kraków Miastem Rowerów” [Cracow the City of Bikes],
- Marcin Hanczakowski, Director of the Board at Commune Infrastructure and Transportation in Cracow,
- Sylwia Koch-Kopyszko, President of the Board at the Polish Association for Electromobility,
- Grzegorz Kwitek, Member of the Board at Metropolis GZM,
- Artur Michalski, Deputy President of the Board at the National Environmental Protection and Water Management,
- Bogumił Sobula, Vice President of Katowice,
- Tomasz Stefanicki, walking officer at the Municipal Office of Wrocław,
- Mariusz Szałkowski, Member of the Board of the Polish Association of Transport Engineers & Technicians, Vice-president of the Board for the Exploitation and Development of the Municipal Transport Company in Cracow
- prof. nzw. dr hab. inż. Marcin Ślęzak, Director of the Institute of Car Transportation.

Moderator:



15:30-17:00

Skoda Biznes Expert

Biznes Ekspert is a unique program created by the SKODA brand and Volkswagen Financial Services dedicated to small and medium enterprises, which have in their car park from 11 to 150 cars.

Krzysztof Kołodyński and Maciej Zwiewka will talk about:

- Business Expert Program,
- Telematic solutions,
- Fleet policy,
- Selection of financing,
- Direct support of fleet experts.

The
Voivodeship of
Silesia.
Industrial
Dialogue

17:00-19:00

Associated events: Performance "Love in big cities - corporation and tradition"

The performance is carried out by the Foundation "Damy radę - z Kulturą!" and Krakowski Teatr Komedia Sp. z o.o. as part of the nationwide theater program "100 YEARS OF JOY OF INDEPENDENCE".

The performance is co-financed from the funds of the "NIEPODLEGŁA" Program and the National Center for Culture.

Accompanying
events



([http://krakowski-](http://krakowski-teatr-komedia.pl/2018-10-17/)

[teatr-komedia.pl/2018-10-17/](http://krakowski-teatr-komedia.pl/2018-10-17/))

19:00-21:00

Associated events: Evening meeting

Evening meeting on the day of Inauguration of the Congress.

Accompanying events

During this meeting the finals of the contest entitled: Self-government which supports SMEs will take place

THURSDAY 18 OCTOBER

09:00-17:00

Business Expo Fair

Business Expo Fair is the largest marketing event related to services and products for business. Among over 100 entities presenting their offers to business, there are companies offering e.g. legal, bookkeeping, IT, marketing services, training courses offer or corporate trips, but offering also non-conventional solutions which facilitate the lives of entrepreneurs.

The fair area will also offer workshops and consultations with experts, networking and B2B meetings.



Eurobusiness – Haller

09:00-16:00

Strefa eksperta

godz. 10.00-11.30

Państwowy Fundusz Rehabilitacji Osób Niepełnosprawnych

Programy i zadania PFRON służące aktywizacji osób niepełnosprawnych oraz korzyści dla pracodawców zatrudniających osoby niepełnosprawne oraz osób prowadzących działalność gospodarczą z orzeczoną stopniem niepełnosprawności.

Po przedstawieniu prezentacji odbędą się indywidualne warsztaty w zakresie wypełniania wniosków o dofinansowanie do wynagrodzeń oraz refundacji składek emerytalno-rentowych dla zainteresowanych osób.

godz. 11.30-13.00

Służba Więzienna

Stwórz miejsce pracy w więzieniu. To się opłaca!

Pod takim hasłem przedstawiciele Służby Więziennej będą zachęcać pracodawców do współpracy przy zatrudnianiu skazanych. Jakie korzyści wynikają z zatrudnienia więźnia, jaki rodzaj pracy może wykonywać skazany za więziennym murem i ile kosztuje utrzymanie takiego pracownika, to pytania, jakie najczęściej pojawiają się w rozmowach z potencjalnymi kontrahentami. Pracodawcy są często zaskoczeni, jakie z tytułu zatrudnienia więźniów przysługują im ulgi, że organizujemy szkolenia zawodowe w kierunkach pożądanym przez kontrahentów i mamy gotowe, już przygotowane pomieszczenia na terenach śląskich więzień, gdzie można zorganizować miejsce pracy dla osadzonego. W Strefie Eksperta będzie można zapytać o szczegóły ekspertów Służby Więziennej, którzy specjalizują się w zatrudnianiu skazanych, mają doświadczenie we współpracy z kontrahentami oraz dysponują na terenie zakładów karnych gotowymi pomieszczeniami.

godz. 13.00-16.00

Izba Administracji Skarbowej

godz. 13.00

Kontrola przemieszczania wyrobów wrażliwych w oparciu o ustawę o systemie monitorowania drogowego i kolejowego przewozu towarów. Nowe regulacje prawne – eksperci merytoryczni ze Śląskiego Urzędu Celno-Skarbowego

godz. 13.30

Nabycie środków transportu z UE do działalności gospodarczej podatnika – eksperci merytoryczni z Pierwszego Śląskiego Urzędu Skarbowego w Sosnowcu

godz. 14.00

Nowe technologie chroniące uczciwych przedsiębiorców, w tym ulga za złe długi – eksperci merytoryczni z Pierwszego Śląskiego Urzędu Skarbowego w Sosnowcu

godz. 14.30

Split payment (podzielona płatność VAT) od strony praktycznej – ekspert merytoryczny z I Urzędu Skarbowego w Katowicach

godz. 15.00

Efekty kontroli prowadzonych przez Służbę Celno-Skarbową w transgranicznym przemieszczaniu odpadów – ekspert merytoryczny Izba Administracji Skarbowej w Katowicach

godz. 15.30

JPK – wybrane zagadnienia – ekspert merytoryczny z II Urzędu Skarbowego w Katowicach.

Miejsce: Strefa eksperta na Targach Biznes Expo

Partner Strefy:



([https://infonet-](https://infonet-projekt.com.pl/)

[projekt.com.pl/](https://infonet-projekt.com.pl/))

- Can an honest taxpayer feel safe with numerous amendments in taxation system and actions
- which are to tighten the system?
- What actions should a taxpayer take up in order to fulfil his or her duties thoroughly?
- What actions of an entrepreneur, independently of the sector and type of business are necessary, in order to diminish the risk of elevating tax responsibility?
- How can this risk be reduced by cooperation with a tax adviser?

Invited experts (in alphabetical order):

- Marcin Dzioba, co-owner, Member of the Board at ADEGIS - the official representative of JC Electronics and iba for Poland,
- Prof. Robert Gwiazdowski, lawyer, expert in taxes, economic commentator, Chairman of the Adam Smith Memorial Council,
- Marek Isański, long-standing private entrepreneur, founder of e.g. Finance and Leasing Association, whose activity has been blocked by the fiscal apparatus, currently the President of the Board at the Foundation for Taxpayer's Rights, whose aim is to enforce application of the In dubio pro tributario principle,
- Bartosz Kubista, attorney, legal adviser, member of the Chair of Financial Law at the Department of Law and Administration at the University of Silesia, member of the National Council of Tax Advisers.

Moderator:

- Prof. Adam Mariański, attorney, legal adviser, associate professor at the Chair of tax Law at the Department of Law and Administration of the University of Łódź, managing partner at Mariański Group Law and Tax Office. Chairman of the National Council of Tax Advisers.



- Agreement for the improvement of the quality of air - "Clean Air" Programme - benefits for the entrepreneur,
- How can an entrepreneur fight smog?
- Entrepreneur as a partner in "Clean Air" Programme,
- The offer of the National Fund for Environmental Protection,
- How does a Regional Operational Programme support Silesian entrepreneurs in elevating energetic effectiveness, i.e. in fighting for clean air?
- Do entrepreneurs actively use the EU funds dedicated to increasing of energetic effectiveness?

- How are Silesian entrepreneurs perceived in comparison to the rest of the country?
- Municipal buildings are a significant source of low-emission in Silesia and Zagłębie agglomeration.
- How do cities try to solve this problem? Do they obtain EU funds to support these actions?

Invited experts (in alphabetical order):

- Tomasz Bednarek, President of the Board at the Provincial Environmental Protection and Water Management Fund in Katowice,
- Jarosław Grzesik, Chairman of the National Secretariat of Mining and Power Industry of "NSZZ "Solidarność",
- Henryk Kowalczyk, Minister for the Environment,
- Kazimierz Kujda, President of the Board at the National Environmental Protection and Water Management Fund,
- Henryk Mucha, President of PGNiG,
- Mariusz Skiba, Vice President of Katowice,
- Prof. dr hab. Piotr Skubała, Business - University - Region "Pro Silesia" Association, University of Silesia,
- Grzegorz Tobiszowski, Secretary of State at the Ministry of Energy,
- Piotr Woźny, Deputy President of the Board at the Provincial Environmental Protection and Water Management Fund in Warsaw.

Moderator:

- Józef Wycisk, editor at Polskie Radio Katowice



(<https://www.wfosigw.katowice.pl/>)

09:30-11:00

How to find and maintain a valuable employee? - recruitment in the SME sector

- The methods for checking the trustworthiness of CVs of a potential employee,
- The rules of a well-led recruitment interview,
- The methods for seeking employees,
- The methods of promoting a business as an interesting employer,

Management
and
development

- Reference programs as a way to recruit - practical aspects of their application,
- Benefits and motivational remuneration system.

Invited experts (in alphabetical order):

- Łukasz Chruściel, legal counsel, partner at the Raczkowski Paruch office in Katowice,
- Michał Dzierżęga, Founder and President at BD Trading, Trader,
- Agnieszka Musiał-Terlecka, Employer Branding & Talent Acquisition Manager, Grupa LinguaJob.pl
- Kuba Moczyróg, Sales & Marketing Hays Poland sp. z o.o.
- Mariusz Malicki, Director at AIP Śląsk, entrepreneur, business advisor, coach.

Moderator:

- dr Marcin Lis, Prorector for Students' Affairs and Cooperation with the Environment at WSB Academy



(<http://www.wsb.edu.pl/>)

09:30-11:00

Digitalization in the SME sector

Digital
Company

- The influence of digital technologies on the functioning of SMEs,
- Convenient solutions for SMEs, facilitating the process of managing the enterprises,
- Digital projects introduced by SMEs,
- Introductory barriers related to digitalisation of businesses,
- How to accelerate and effectively support the process of digitalization?

Special Guests Invited:

- Marek Zagórski, Minister of Digital Affairs of the Republic of Poland

Invited experts (in alphabetical order):

- Jolanta Ciskowska, Director of Bank Pekao SA,
- Stefan Czub, Head at Production Plant, Strauss Cafe Poland,
- Janusz Kahl, Honorary Consul of Denmark, Finland and Iceland, President at NordicHouse Sp. z o.o., member of the Steering Committee

for EU project “Skills for intelligent industrial specialisation and digital transformation”,

- Michał Kot, Sales Manager at Siemens Poland,
- Michał Lach, President of the Board at EQ System Sp. z o.o. in Dąbrowa Górnicza,
- Sebastian Matyniak, President of the Board at Brainstorm Group Sp. z o.o.

Moderator:

- Katarzyna Walterska, editor, journalist, General Economic Editors of Polish Radio SA.



(<https://www.eqsystem.pl/>)

09:30-11:00

Marketing of the future: synergy of the media

- Small tips for big problems, that is how modern marketing can develop small and medium-sized companies.
- 10 steps to the success of your company in e-commerce.
- Marketing of the future, that is what is still ahead of us in the forthcoming years.

Invited experts (in alphabetical order):

- Marcin Balcer, PR partner at Cityboard Media; expert in PR and communication; lecturer at the SWPS University in Warsaw,
- Marcin Wojda, Plenipotentiary of the Board for sales at Cityboard Media; expert in marketing and advertising; lecturer at the SWPS University in Warsaw,
- Łukasz Wyglądała, strategy lead at Performance Academy.

Moderator:

- Marta Kazana-Piętka, top manager in training companies, experienced specialist in HR and subjects related to human resources management. Provides HR-related training for staff members

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and Sales

09:30-11:00

Sustainable cities. It is a place worth living in!

Self-

- Sustainable city that is what city? The greatest challenged for self-governments,
 - How to manage a city so that it is friendly for its residents and the environment,
 - The role of the residents in sustainable development of cities,
 - Sustainable construction, transport, industry, waste management....
- Business for the benefit of sustainable cities,
- The Metropolis of Silesia. Together we can do more? Not only transport.
- Revitalization of municipal space, senior-oriented policy, environment...

Invited experts (in alphabetical order):

- Marcin Bazylak, I Deputy Mayor of Dąbrowa Górnicza,
- Małgorzata Bednarek , Deputy of the Mayor of the Bobrowniki Commune,
- Waldemar Bojarun, Vice President of Katowice,
- Danuta Kamińska, Vice-Chairman of the Management Board of the Metropolis of Upper Silesia and Zagłębie,
- Piotr Kuczera, Mayor of Rybnik,
- Małgorzata Mańka - Szulik, Mayor of Zabrze,
- Gaël Perdriau, Mayor of the City of Saint-Etienne,
- dr inż Anna Szewczenko, Department of Architecture at the Silesian University of Technology,
- Kamil Wyszowski, General Director, Global Compact Network Poland.

Moderator:

- Krzysztof Bąk, Reporter at Polsat News



The “**Innovations in Biomedical Engineering**” Conference (www.iibe.pl) is organized by the **Department of Biomedical Engineering at the Silesian University of Technology**, in cooperation with the **American Heart of Poland SA**. This initiative is a reformulated continuation of the “Silesian Biomedical Engineering” conference whose four editions were held in Zabrze between 2012 and 2015. This change resulted from an intention to give the conference a scientific character.

This year’s edition of the “innovations in Biomedical Engineering” will for the first time constitute one of accompanying events of the 8th European Congress of Small and Medium-Sized Enterprises and will be held between 17th and 19th of October 2018 at the International Conference Centre in Katowice.

This new initiative will be an opportunity to present the scientific and research achievements to a large assembly of the participants of the congress. It will be participated by e.g. the representatives of: the authorities of the Voivodeship of Silesia, universities, scientific and research institutions both domestic and foreign, as well as the representatives of hospital units. An exhibition is also included as a part of this event



09:30-11:30

India - possibilities, expansion, success!

Keynote Speech:

- Giriraj Singh, Minister of Micro, Small and Medium Enterprises of the Government of India.

Chaired by

- Honourable Mr. Giriraj Singh, Minister MSME INDIA

Experts (in alphabetical order)

- Alka Arora, Joint Secretary MSME INDIA,
- Prahlad Kakkar,- Brand Guru & Chairman of India SME FORUM,
- Mandeep Kaur, IAS, Joint Development Commissioner (MSME),
- Vinod Kumar,- President India SME FORUM- - Advisory Board - Ministry of MSME, hespiat Government of India/ Member - Standing Advisory Committee on Financial Inclusion, FIDD, Reserve Bank of India,
- Dr. Arun Kumar Panda, Secretary MSME INDIA,

Global SME Meeting

Subjects matters:

- Presentation of the economic potential and chances in economic cooperation with the Republic of India,
- Presentation of key branches for the Government of India,
- Cooperation between the Voivode of Silesia and the republic of India,

Invited experts (in alphabetical order):

- Tsewang Namgyal, Ambassador Extraordinary and Plenipotentiary of the Republic of India to the Republic of Poland,
- PhD Tomasz Pietrzykowski, Vice-Rector for Domestic and International Cooperation at University of Silesia, Professor of the University of Silesia, Department of Theory and Philosophy of Law, „Pro Silesia” Business-University-Region Organization.

Moderator:

- J.J. Singh, President of Indo-Polish Chambers of Commerce & Industries

09:30-11:00

Successional Board of Directors - new opportunities

Law and State

- Who can make use of new regulations?
- Why is it worth to think about succession already today?
- Successional manager - who is that?
- When is it possible to appoint a successional manager?
- What benefits can successional management bring?
- Does successional management guarantee the safety of turnover?

Invited experts (in alphabetical order):

- Marcin Jadczyk, Chairman of the Board at SOR-DREW S.A.
- Łukasz Martyniec, Succession adviser, Lawyer, Owner at MARTYNIEC Succession Office,
- Paula Pszenica, Development Manager at Narzędziownia Ewa Pszenica,
- Paweł Rataj, Paweł Rataj and Co. Legal Adviser's Office,
- Katarzyna Skrzek, Legal Adviser, Department of Improvement of Economic Regulations at the Ministry of Entrepreneurship and technology

Moderator:

- Piotr Rybicki, Vice-president of Chamber of Commerce and Industry in Katowice

09:30-11:00

Good self-governmental practices as a benefit for the economy

Self-government

- What is and what should be the role of a self-government in economy?
- Do examples of self-governmental practices particularly beneficial for entrepreneurs exist in Poland?

- If so, what measurable benefits result from the above-mentioned practices?

Invited experts (in alphabetical order):

- Andrzej Gniadkowski, Editor of „Wspólnota” Magazine,
- Sylwia Ługowska-Bulak, Vice-director of the National Institute National Institute of Civil Society,
- Jarosław Obremski, Senator of the Republic of Poland, Deputy Mayor of Wrocław between 2001 - 2011,
- Tomasz Wróblewski, President of Warsaw Enterprise Institute.

Moderator:

- Artur Kielbasiński, Radio Gdańsk Journalist

09:30-11:00

GOOGLE: Security and the presence of your company on the web

- How to take care of the company's presence in the search engine,
- How to use the possibilities of the Internet to build your company's brand,
- What to look for in communication through social media,
- How to use video in communication with clients,
- How to analyze data from the tools available for each entrepreneur,
- How to use this data to make accurate business decisions,
- How to better protect data on company computers and in the cloud.

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 Internetowe Rewolucje

(<https://www.google.pl/>)

10:00-12:30

Experiences and prognoses for Companies at the half-way of 2014-2020 Financial Perspective

- European Funds in the Voivodeship, at the half-way of the 2014-2020 Perspective. Effects and plans.
- European funds, which can be still accessed within Regions, Poland, European Communities.
- Program Updates. New possibilities for supporting entrepreneurs.
- Prognoses of EU support for companies in 2021+ perspective

Invited Experts:

- Aleksandra Kalafarska, Deputy Director of Regional Development Department of the Marshal's Office of the Silesian Voivodeship,
- Bartosz Rozpondek, Head of the Silesian Centre for Entrepreneurship,
- Grzegorz Sikorski, Head of the Voivodeship Labour Office in Katowice,
- Krzysztof Wójcik, Programme Manager in Directorate-General of

Financial
management
in SMEs

Regional and Urban Policy, European Commission,
• Izabela Żmudka, Deputy Director of the National Center for Research and Development.

Moderator:

• Ernest Bodziuch, Journalist POLSAT

10:00-11:00

Effective mobile communication, how to do it well

Edyta Godziek, SerwerSMS

Strefa

Prezentacji na
Biznes Expo

10:30-15:30

Forum Dobrych Praktyk: konsultacje dla przedsiębiorców

Forum Dobrych Praktyk zaprasza na bezpłatne warsztaty i konsultacje dla przedsiębiorców, którzy chcą świadomie budować swoją markę!

10:30 Lena Pianovska, Stowarzyszenie Twórców Grafiki Użytkowej:
„Studium konfliktu”

11:45 Konsultacje

13:15 Jarosław Grzesica, This Studio: Strategia w procesie wzorniczym

14:15 Konsultacje

14:30 Angelika Gromotka, Sayio, Brands to love

Miejsce: stoisko Forum Dobrych Praktyk na Targach Biznes Expo

(<http://www.mkidn.gov.pl/>)

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**FORUM
DOBRYCH
PRAKTYK**

(<http://fodop.pl/pl/>)

11:00-12:00

Spotkania networkingowe

Chcesz poznać kilkudziesięciu potencjalnych partnerów i klientów w ciągu kilkudziesięciu minut? Zarejestruj się na speed networking.

W ciągu niecałych 60 minut dowiesz się:

- jak nawiązać pierwszy kontakt,
 - jak rozpoznać, czy osoba, z którą rozmawiasz jest potencjalnym klientem, czy partnerem,
 - co mówić, aby zostać zapamiętanym,
 - co zrobić z własną i cudzą wizytówką,
 - co zrobić po spotkaniu, aby rozmowa przerodziła się w dalszą współpracę,
- oraz porozmawiasz z kilkudziesięcioma osobami zainteresowanymi nawiązaniem kontaktu.

Nie zapomnij o wizytówkach: kilka to za mało, przyda się kilkadziesiąt!

Miejsce: **Strefa networkingu na Targach Biznes Expo**

Prowadzenie: **Concordia Business Club**



| | | |
|-------------|---|-----------------------------------|
| 11:00-12:00 | Strategy in the design process on examples of the success of FMCG products Jarosław Grzesica, Studio This | Strefa Prezentacji na Biznes Expo |
| 11:30-13:00 | Passion + Business = Success <ul style="list-style-type: none"> • How to turn our passion into our job? • My passion is my additional source of income. When to take a decision to make it your basic source of income? • How to reconcile running a business based on passion with other areas of life? • The bright and dark sides of a business based on passion from a perspective of experience of well-known people, who chose that way. • My business in my city - why here? <p>Invited experts (in alphabetical order):</p> <ul style="list-style-type: none"> • Przemek Błaszczyk, Owner at Manana Bistro in Chorzów, finalist of Top Chef, • Andrzej Kotala, Mayor of the City of Chorzów, • Tomek Szabelka, Owner at Tomasz Szabelka Hairdresser's Studio in Chorzów, a madcap and a philanthropist, • Veselin Peev, Chairman of Elektror airsystems Sp. z o.o., • Grzegorz Pietraszewski, President at Aureus Leasing Sp. z o.o., • Michał Wróblewski, President of the Board at MAP System Sp. z o.o. the owner of the "Sztygarka" complex in Chorzów. <p>Moderator:</p> <ul style="list-style-type: none"> • Kamil Nowak, press and tv journalist. | Hobby and free time |
| 11:30-13:00 | Cittaslow Cities as an alternative for the big-city hustle <ul style="list-style-type: none"> • The cities with good quality of living, • The advantages of cittaslow movement, for tourists and for residents, • “Slow city” does not mean “slow behind”, • Slow-type bases: slow food, slow travel, slow work. <p>Invited experts (in alphabetical order):</p> <ul style="list-style-type: none"> • dr Agata Gruszecka-Tieśluk, Scientific Committee of the National Network of Cittaslow Cities, • Klaudiusz Kandzia, Mayor of the Town of Kalety, • Krzysztof Rogocz, Owner of The STOLKO Company, • dr Barbara Szydłowska Konecka, Institute of Socio-Economic Geography and Spatial Economy, Adam Mickiewicz University in Poznań. | Hobby and free time |

Moderator:

• dr inż. Małgorzata Twardzik, Chair of Spatial and Environmental Economy at the University of Economics in Katowice

11:30-13:00

Direction digitization - the good side for the business

Digital
Company

- The development of digitization against technological progress,
- Digitization in a public institution - needs, implementation, possibilities,
- More and more “e” for the entrepreneur at ZUS [Polish Social Insurance Institution],
- “E” is for efficiency,
- Network security.

Invited experts (in alphabetical order):

- Jakub Górka, Counsellor of the President of the Social Insurance Institution and of expert for FinTech,
- Paweł Jaroszek, Member of the Board and at the Social Insurance Institution
- Tadeusz Kościński, Podsekretarz Stanu w Ministerstwie Przedsiębiorczości i Technologii,
- Anna Maj, PwC CEE Startup Collider,
- Marek Zagórski, Minister of Digital Affairs.

Moderator:

- Agata Kołodziej, editor at Money.pl

11:30-13:00

Global SME Meeting

Global SME
Meeting

- Problems of small and medium enterprises in the representative countries.
- Impact of the European Union legislative process on local and global SMEs.
- Good practices of cooperation between Chambers of Commerce and Small and Medium Enterprises.
- The role of Chambers of Commerce in the internationalization of enterprises.

Invited experts:

- Prof. Wiesław Banyś, President, Business - University - Region „Pro Silesia” Association,
- Dogad Dogoui, President of Africa SMB Forum,
- Gaétan Etancelin, Treasurer of FIV.MPA.MA, Confederation of Small and Medium-Sized Enterprises in Atsinanana – Madagascar,
- Hu Fan, Chief Representative of CCPIT Canada Office,
- Neila Gongi, CEO of Mfcpôle,

- Zhao Hongjun, General Manager in China Co-Op The Northern Silk Road (Chang Chun) Investment Development Limited Company,
- Benjamin Knöfler, The Vice President of YES for Europe – Young Entrepreneurs, Relations Expert, in BVMW Germany,
- Donnée Kruger , Manager of Gauteng Office Trade and Investment KwaZulu-Natal, RPA,
- Vinod Kumar, President of India SME Forum,
- Jarosław Pacek, WUSME Ambassador to Poland,
- Guo Peidong, Chief of Representative office of CCPIT in Poland,
- Lu Pengqi, Vice Chairman of China Council for the Promotion of International Trade,
- Maja Šegota, Minister Counsellor, Economic Counsellor of the Embassy of the Republic of Slovenia in Warsaw,
- Nejib Slama, President of the Chamber of Commerce of Industry of Center Tunisia, in charge of International affairs and Treasurer,
- Chen Tuanzong, Chairman & President of Xiamen Tyko Group Co., Ltd,
- Daniel Villareale, President of CPME Loire,
- dr Anna Wiśniewski, Economic Attaché of the General Consulate of Hungary in Krakow,
- Li Zhiming, President of China Centre for Promoting SME Cooperation & Development.

Moderator:

- Tomasz Zjawiony, Prezes Regionalnej Izby Gospodarczej w Katowicach/ President of Chamber of Commerce and Industry in Katowice.

11:30-13:00

Liechtenstein – Banking, Foundation, Succession

- Jurisdiction and its specifics in Liechtenstein,
- The market of financial services,
- Treuhand and its role,
- Application of Polish legal solutions,
- Advantages from the Polish entrepreneur's point of view.

Invited experts (in alphabetical order):

- Christoph Gassner, Managing Partner, Audina Treuhand AG
- Dr. Peter Krenn, CSO, BENDURA BANK AG
- Krzysztof Żuradzki, Partner, KBZ Żuradzka & Wspólnicy Sp.K.

Moderator:

- Maciej Szreder, Manager of Polish Market, BENDURA BANK AG,

Global SME Meeting

11:30-13:00

Successful team - how to create and how to de-create one?

- How to create a Team of high effectiveness?
- Perfect team - can we truly create one? Especially if human resources are limited?
- What to do when there are no chances to create a perfect team?

Management and development

- How to foresee if a given group of people is able to work together?
- How to combine different personalities so that they succeed together?

All the above questions will be answered during the workshop, to which we warmly invite all those working in teams and all those responsible for creating teams / groups (of employees, project teams,)

If you want to check in which team you will fit best, we will invite you to fill in an on-line form before the workshop and we will answer that question during a joint meeting.

Invited experts (in alphabetical order):

- Michał Faron, Trainer, Coach, Consultant,
- Mirosław Filipski, Partner at Keystone Consulting,
- Ben Greeven, CEO at Talento NV.

Moderator:

- Iwona Suchomska, President of the Board, Keystone Consulting

11:30-13:00

From a school bench to an expert - students' labour market at the edge of the 4th industrial revolution

Labor market and education

- Excessively high requirements of employers make it difficult for the students to enter the labour market,
- Lack of creativity and self-confidence as one of the causes of lack of experience,
- Low commitment of students into cooperation with Career Centre,
- Low awareness of students related to the labour market as a cause of low commitment in own development,
- The system of dual education,
- Dual education studies as a “golden bullet” solution for students and business,
- Scientific conferences and publications as a multiplier of acquired skills,
- Cooperation with business - underestimated capacities of an individual (VC, own company, contact and),
- The gap between the academic and practical skills: independent thinking, proactive approach or the ability to take initiative.
- Participation in international educational programmes (e.g. Erasmus+) as a chance for gaining exceptional social and professional competencies.

Invited experts (in alphabetical order):

- Prof. Zdzisława Dacko-Pikiewicz, Rector of the WSB University,
- Prof. at the University of Warsaw dr hab. Marcin Pałys, Rector of the University of Warsaw,
- Dr Paweł Poszytek, general Director at the Foundation for the Development of the Educational System,
- Marcin Różycki, Chairman of the National Higher Education Vocational

Schools,

- Tomasz Tokarski, Chairman of the European Parliament of the Students of the Republic of Poland, Chairman of the Forum of Polish Universities,
- dr hab. inż. Tomasz Trawiński,
- Mateusz Wośko, Chairman of the Forum of Technical Universities,

Moderator:

- Marcin Polkowski, CEO at the International Institute for Business Development



(<http://www.wsb.edu.pl/>)

11:30-13:00

The spokesperson of the Small and Medium-Sized Entrepreneurs - a debate/round table

Law and State

- The SME's spokesperson in Polish institutional system,
- Interventions by the Spokesperson of SME's, including the protection of entrepreneur's rights,
- Appointment of a Council for Entrepreneurship by the Spokesperson of SME's and its activities,
- The scope of reviewing proposed amendments to law, addressed to small and medium-sized business,
- Problems and obstacles of small and medium-sized entrepreneurs, directing to the SME's spokesperson.
- The role of the SME's spokesperson and the role of the Plenipotentiary of the Government for SME's - tasks, areas, differences. When and with what to address to the Spokesperson and when and with what to address to the Plenipotentiary?

Special Guest Invited:

- Adam Abramowicz, the Spokesperson of Small and Medium sized Entrepreneurs

Invited experts (in alphabetical order):

- Jacek Cieplak, Deputy Spokesperson of the Small and Medium-Sized Entrepreneurs,
- Cezary Kaźmierczak, President of the Association of Entrepreneurs and Employers,
- Marek Kłoczko, Vice-President, General Director of the National Chamber of Commerce,
- Henryk Michalik Wiceprezes Zarządu Izby Rzemieślniczej oraz Małej i Średniej Przedsiębiorczości w Katowicach,
- Andżelika Możdżanowska, Secretary of State in the Ministry of Investment and Development of the Republic of Poland, Plenipotentiary of the Government for Small and Medium-Sized Enterprises
- Jarosław Nieradka, owner at Profiteo Group in Zielona Góra, Director of the Office of Organisation of Employers of the Lubusz Land.

Moderator:

- Izabella Żyglicka, Deputy President of the Regional Chamber of Commerce and Industry in Katowice, Spokeswoman for Entrepreneur's Rights by the Regional Chamber of Commerce and Industry in Katowice

11:30-13:00

Labor law in SMEs - what causes the biggest problems and what to expect in 2019

Law and State

How to deal with the outflow of employees - tools available to the employer

- Bonuses and retention benefits - what they are and how to regulate them,
- How to create a motivating bonus system,
- Flexibility of forms and working time as a response to market needs,
- Training and loyalty agreements - when it can be used.

What small and medium entrepreneurs should know about Employee Capital Plans (PPK)

- What is and who will be responsible for creating the PPK,
- What steps should be taken in relation to the upcoming deadline for implementing the PPK,
- What duties related to the creation of a PPK will rest with employers,
- Will the employee be able to resign from participation in the PPK,
- If the establishment of the Employee Pension Scheme (PPE) is possible, it will be possible to not create a PPK.

Invited experts (in alphabetical order):

- Łukasz Chruściel, legal counsel, partner at the Raczkowski Paruch Office in Katowice,
- Sandra Szybak-Bizacka, legal adviser at the Raczkowski Paruch Office in Katowice,
- Paweł Sych, legal advisor at at the Raczkowski Paruch Office in Katowice.



Ius Laboris Poland Global HR Lawyers

Raczkowski Paruch

(<http://raczkowski.eu/>)

12:00-13:00

Debata: Sektor MSP w epoce Przemysłu 4.0. Jak unowocześnić małe i średnie przedsiębiorstwa

Czy firmy z sektora MSP chcą inwestować, w tym inwestować w nowoczesne technologie – diagnoza;

- Czy nowoczesne rozwiązania są potrzebne firmom z sektora MSP? Które procesy dotyczące Przemysłu 4.0 są atrakcyjne dla małych i średnich przedsiębiorstw;

- Jak zmotywować sektor MSP do poszukiwania nowych rozwiązań? Korzyści z wdrażania nowości technologicznych, procesowych, konsumenckich czy zarządczych;

- Problem finansowania inwestycji – możliwości jakie stwarza rynek.

- Na jaką pomoc mogą liczyć przedsiębiorcy ze strony agend rządowych i unijnych.

- Płynność finansowa w przedsiębiorstwie w kontekście SPLIT PAYMENT

Prowadzenie:

My Company Polska

Strefa

Prezentacji na

Biznes Expo

13:00-13:30

Associated events: Opening of the exhibition "Fathers of independence"

The exhibition marking the 100th anniversary of Polish independence entitled "Independence Fathers" presents the leaders of the fight for free Poland in 1918: Józef Piłsudski, Roman Dmowski, Ignacy Jan Paderewski, Wincenty Witos, Wojciech Korfanty and Ignacy Daszyński.

Over two-meter boards with the profiles of prominent statesmen have their biograms in Polish and English. The exhibition also features a calendar of the most important events in the process of rebirth of independent Poland and copies of the most important documents. Using the special map, you can follow how the borders of the Second Polish Republic changed in 1918-1921.

The exhibition was prepared by the Szczecin branch of the Institute of National Remembrance.

The exhibition will be exhibited in nearly 120 localities by the end of the year as part of the "White and Red Trail *My Independence*" campaign.

Accompanying
events

The exhibition is organized by the **IPN Katowice** branch and the **"Gaudete" Foundation**.



Place of the exhibition: the bottom hall of the MCK

13:00-14:00

Spotkania Networkingowe

Chcesz poznać kilkudziesięciu potencjalnych partnerów i klientów w ciągu kilkudziesięciu minut? Zarejestruj się na speed networking.

W ciągu niecałych 60 minut dowiesz się:

- jak nawiązać pierwszy kontakt,
- jak rozpoznać, czy osoba, z którą rozmawiasz jest potencjalnym klientem, czy partnerem,
- co mówić, aby zostać zapamiętanym,
- co zrobić z własną i cudzą wizytówką,
- co zrobić po spotkaniu, aby rozmowa przerodziła się w dalszą współpracę,

oraz porozmawiasz z kilkudziesięcioma osobami zainteresowanymi nawiązaniem kontaktu.

Nie zapomnij o wizytówkach: kilka to za mało, przyda się kilkadziesiąt!

Miejsce: **Strefa networkingu na Targach Biznes Expo**

Prowadzenie: **Concordia Business Club**



concordia
BUSINESS CLUB

| | | |
|-------------|---|---|
| 13:00-14:00 | Through hardships to the stars. On achieving goals that others do not take Sebastian Kawa | Strefa Prezentacji na Biznes Expo |
| 13:30-15:00 | The Labour market of the 21st century - how to create young, tailor-made experts for Industry 4.0 <ul style="list-style-type: none"> • The educational system fixed on the past does not catch up with the needs of the market, • Lack of link between the students (already at the Universities) and the needs of enterprises, • Low-efficient cooperation between the Career Bureaus and the entrepreneurs and students, • Students' internship: does the stamp bring specific competencies, • Educational Inflation - the skilled unemployed, • Lack of unified system for certification of competencies in a given fields/specialisation (e.g. Design think) which causes the decrease in interest, • Low integration of enterprises in the process of education and advanced training of students tailored for the needs of the company, • Low popularity of dual studies among minor universities, • Concentration of the scientific system on the subject matter lowered the importance of acquiring the key soft competencies, • Work 4.0, in other words the challenges to be faced by the labour market <p>Invited experts (in alphabetical order):</p> <ul style="list-style-type: none"> • prof. nadzw. at the Silesian University of technology in Gliwice dr hab. Małgorzata Dobrowolska, College of Social and Foreign Philologies, Silesian University of Technology, • Ben Greeven , CEO at Talento NV, • dr Marcin Lis, Prorector for Students' Affairs and Cooperation with the Environment at WSB Academy • Dr Paweł Poszytek, General Director at the Foundation for the Development of the Educational System, • Grzegorz Turniak, President of the Academy of Recommendations, • Tomasz Urbański, President of the Board at the Polish Association of Trade and Flooring Services, • Anna Zalewska, Minister for National Education, • Dr Piotr Stankiewicz, Director of the IBE. <p>Moderator:</p> | Labor market and education |

- Marcin Polkowski, CEO at the International Institute for Business Development



(<http://www.keystone.com.pl/>)



(<https://www.thalento.com/>)



Akademia WSB

13:30-15:00

Optimal organizational and legal form of running a business - what kind of, when, why?

Law and State

- Factors to consider when choosing the legal form of the starting company,
- Should the company be set up in the organizational and legal form "for future"?
- Changes and suggestions for facilitating business operations and taxation,
- Balance between trust in partners and own security in the enterprise,
- Ethics in business. "Soft" skills - needed or not?
- The legal form of the enterprise and succession,
- The optimal legal form for many enterprises of one entrepreneur.

Invited experts (in alphabetical order):

- Kamil Durczok, journalist, founder of the SILESIA portal,
- Ewa Jakubczyk-Cały, President of the Board and Founder of PKF Consult - a leading auditing company in Poland,
- Paweł Karasiński, Legal Adviser, Partner at Kancelaria Adwokaci i Radców Prawni Spółka komandytowa Izabella Żyglicka i Wspólnicy, an expert in the field of commercial law companies,
- Ewa Rogozińska, International Expert in the field of intercultural

communication and ethics in business.

Moderator:

- Patron Beata Bieniek Wiera, partner at Kancelaria Adwokaci i Radcowie Prawni Spółka komandytowa Izabella Żyglicka i Wspólnicy.

Workshop organized by:



ŻYGLICKA
I WSPÓLNICY

(<http://www.kpr.pl/>)

13:30-15:00

A recipe for a successful event

- Don't bite of more than you can... resource i.e. financing of event,
- Put your thinking cap on! Concept, idea and theme,
- Location and available infrastructure and attractions,
- Promotion, communication, satisfaction guaranteed!

Invited experts (in alphabetical order):

- Danuta Cebeterewicz-Goliwās, Właściciel, Founder of culinary studio "Przystanek 11"
- Artur Dubiel, Manager of the National Security Faculty at WSB Chorzów and Katowice, security expert including mass events, European Security Institute Coordinator.
- Marcin Herra, Chairmen of the supervisory board of Arena Gliwice,
- Wojciech Kuśpik, President of the Board at PTWP Group,
- Olga Krzemińska Zasadzka, managing director of an event agency - Power, PowerSport and DMC Poland, member - founder of the Association of the Event Sector.

Moderator:

- Krzysztof Bąk, Reporter at Polsat News

Hobby and
free time

13:30-15:00

Evolution of the role of services provided with the use of VR, Ar an AI technologies

During the panel, we will talk about virtual reality (VR) and augmented reality (AR), which in combination with artificial intelligence and machine learning algorithms are becoming a standard in everyday life as well as in business activities. The discussion will concern the development of VR and AR in such activities of companies as human resource management, prototyping, design, training and improvement, digitalization and enabling product experience before purchase.

Invited guests will tell us:

- What skills and knowledge do you need to develop VR and AR

Digital
Company

technologies?

- How to effectively check the competences of employees before their employment?
- How to effectively train employees without the risk of an accident?
- Can virtual reality training replace classical training?
- Can VR and AR save design and prototyping costs and in what cases?
- Does allowing the product's virtual experience before buying affect sales?
- Does the level of immersion affect the perception of the quality of the service based on VR / AR?
- What new products and services based on VR and AR can be expected in the coming years?
- Does the VR / AR have any risks as well as many benefits?
- What technologies are worth attention and how to prepare for their implementation to ensure success.

Invited experts (in alphabetical order):

- Michał Chomczyk, Project Coordinator for Information Technology and Information Technology, National Center for Research and Development,
- ppłk SOP, dr Jarosław Cymerski, Representative of the State Protection Service,
- dr Piotr Dardziński, Secretary of State at the Ministry of Science and Higher Education,
- dr inż. Agnieszka Szczęśna - an expert in the field of VR and AR, Institute of Computer Science, Silesian University of Technology,
- Prof. dr hab. inż. Jan Szmidt, Rector of the Warsaw University of Technology.

Moderator:

- dr inż. Karol Jędrasiak, WSB University.



13:30-15:00

Session of the Silesian Regional Assembly "100th anniversary of regaining independence"

Self-government

AGENDA OF THE 59th CEREMONIAL SESSION OF THE SILESIAN REGIONAL ASSEMBLY

"100 years after regaining independence"

1. Opening of the session of the Regional Assembly:

- Mr. Stanisław Gmitruk, Chairman of the Regional Assembly of the Voivodeship of Silesia,
- Janusz Steinhoff, Leader of the Council of the National Chamber of Commerce and the Chamber of Commerce and Industry in Katowice.

2. Address by Ruth Wasserman Lande, Deputy Director General of the Federation of Local Authorities

3. 100 years after regaining independence - the influence of joining Silesia to Poland:

- address by prof. dr. hab. Jan Malicki, Director of the Silesian Library.

4. 100 years of independent Poland vs. economic freedom:

- address by Mr. Tomasz Zjawiony, President of the Chamber of Commerce and Industry in Katowice.

5. Social responsibility of business in the hundredth year after regaining independence of Poland. The contribution of ethical enterprises into strengthening of economic sovereignty:

- address by Paulina Bednarz Director of communication and EU projects at the "Institute of Research on Democracy and Private Enterprise" Foundation and Mrs. Anna Szcześniak, Plenipotentiary of the Board, Director for Strategies and Programmes of the "Institute of Research on Democracy and Private Enterprise: Foundation.



(<http://https://niepodlegla.gov.pl/en/>)



This project was financed by the Perennial Programme “NIEPODLEGŁA for the years of 2017-2021 within the Co-financing Programme “Niepodległa”.

6. Mr Wojciech Saługa, Marshal of the Voivodeship of Silesia.

7. Resolution.

8. Ceremonial presentation of Honorary Badges for Contributions for the Voivodeship of Silesia.

9. The end of session.

13:30-15:00

International transport - Logistic Centres

Global SME Meeting

- The directions for development of intermodal freight transport in Poland and globally,
- Limitations in road transport in light of amendments to national and global legal provisions,
- Simplifications in procedures related to road transport and workrooms - discussion/proposals de lege ferenda.
- European legislation - does it impact Polish transport providers?
- Labour market or the market of the employee - what are the possibilities to feed the demand for employers in transport industry.
- The direction of transport industry - is it threaten by railways?
- Electric vehicles as another breakthrough innovation?
- Global reductions of costs of transportation.
- How to acquire and keep drivers, logisticians, mechanics in Polish transport companies?

Invited experts (in alphabetical order):

- Mirosław Antonowicz, Member of the Board at PKP S.A.,
- Krzysztof Niemiec, Vice-president of the Board at TrackTec,
- Jerzy Polaczek, Deputy to the Sejm of the Republic of Poland,
- Artur Tomasik President at GTL Katowice.
- Artur Warsocki, President at Inter Balt,
- Jerzy Zachara President of the Silesian Logistics Centre,

Moderator:

- prof. Marek Sitarz, Member of the Committee of Transportation at the Polish Academy of Sciences

| | | |
|-------------|--|-----------------|
| 13:30-15:00 | <p>Changes and facilitations in establishing and conducting business activity. Support for entrepreneurs (biznes.gov.pl portal)</p> <ul style="list-style-type: none"> • Unregistered business - what does it consist in?, • Relations with the subcontractor – possibility to replace contracts of mandate and contract for specific works with unregistered activity, • Allowances when starting - what does it consist in?, • Reduced ZUS [Social Insurance Institution] contributions for small companies • Changes related to companies (since October 1st this year, submission of financial reports only in electronic version, • What is the split payment mechanism about? <p>GDPR – practical information.</p> <p>Execution of a workshop:</p> <ul style="list-style-type: none"> • Katarzyna Dwórzniak, legal and economic expert, Office of Economic Policy of the National Chamber of Commerce. | Law and State |
| 13:30-15:00 | <p>How do new technological solutions influence the development of Polish companies</p> <ul style="list-style-type: none"> • Do Polish entrepreneurs use technological novelties enough? • What are the possible benefits of using new technological solutions in business? • How to make Polish companies generate technological innovations more frequently? What are our achievements in this field so far? <p>Invited experts (in alphabetical order):</p> <ul style="list-style-type: none"> • Andrzej Kuśmierz PhD, Founder Warsaw Technology Accelerator WAW.ac, • Konrad Majewski, Legal counsel, Partner at SMW LEGAL, • Katarzyna Niemyjska, Director of the Department of Law and Legislation at the Association of Entrepreneurs and Employers, • Jerzy Wojtowicz, Orange Polska, • Leszek Maśniak, Chief Data Officer, Ministry of Digital Affairs. <p>Moderator:</p> | Digital Company |

13:30-15:00

International Entrepreneurship Incubator

Global SME
Meeting

- Building relationships between institutions in cities that support entrepreneurship. Examples of cooperation.
- Building relationships between companies interested in entering international markets. Examples of companies and joint projects.
- Sharing the best practices in the field of economic development, with particular emphasis on the development of small and medium enterprises, start-ups and in their support in development outside the country of origin. Creating support tools.
- Help in establishing international contacts.
- Cooperation between Entrepreneurship Incubators from the territories included in the network.

I / Presentation of the project's five partner territories:

Presentations, films

- Gaétan Etancelin (Tamatave) Treasurer FIVMPAMA Atsinanana
- Marcin Stanczyk (Katowice) Head of the Katowice City Promotion Department
- Olivier Salamin (Sierre), Deputy Mayor of the City of Sierre
- Denis Chambe (Saint-Etienne) Vice-Minister of the City of Saint-Etienne
- Neila Gongi (Monastyr) CEO Mfcpôle

II / Project presentation:

- Sigolène Saunier: the history of the project
- Lalaina Ralandison: a network of business incubators with diverse practices: Tamatave and St-Etienne.
- Riadh Ben Aziz: a network of business incubators with diverse practices: Monastir and Katowice
- Aleksandra Monsiol - Szatkowska: a flexible operating structure.

III / Examples of business activities:

Direct effects: Henry Shelonzek and Charles Bertholet

Indirect effects: Nicolas Fontaine - UTOPIA project

IV / Discussion (with the room)

Animation: Robert Pyka, Anna Lyonnet

V / Summary by Merów, Presidents:

- Gaël Perdriau (Mer of the City of Sait-Etienne)
- Célestine Ravelondrazana (Vice Minister of the City of Tamatave)
- Olivier SalamiN (Deputy City of Sierre)
- Najoua Besbes (Vice-Mayor of the City of Monastyr)
- Marcin Krupa (President of the City of Katowice)

13:30-15:00

Council of The Polish Bank Association for Micro, Small and Medium-Sized Entrepreneurs - Debate: Does the banking sector respond to today's needs of an SME client

Financial management in SMEs

The Council for Micro, Small and Medium-sized Entrepreneurs established in 2016 at the Polish Bank Association is composed of banks financing the sector of micro, small and medium enterprises (mmśp). These are both commercial banks as well as cooperative banks and a state bank. These banks want to optimally serve MSME clients, conduct a constructive dialogue with the clients' environment and develop a dedicated offer, including based on the diagnosed needs and expectations of this sector. For banks clustered in the MMŚP Council, it is also important to promote financial education and knowledge about banking services, disseminate good practices in the field of banking services to SMEs and promote the bank as a reliable and reliable partner of the entrepreneur.

- It will be a real pleasure for us to meet the SME companies in Katowice during the prestigious event that is the European Congress of SMEs.
- During the meeting of the Council for Micro, Small and Medium-sized Entrepreneurs will be organized discussion with entrepreneurs about the state and evaluation of the bank offer for the sector of micro, small and medium enterprises will take place.

We invite you to the discussion entitled

“Does the banking sector respond to today's needs of an SME client

13.30: Opening of the meeting and introductory speeches

- Tomasz Styczyński, Chairman of the Board, Vice President of Bank Pekao SA
- Krzysztof Pietraszkiewicz, President of the Polish Bank Association
- Tadeusz Donocik, Vice President of the Polish Chamber of Commerce, Honorary President of the Regional Chamber of Commerce in Katowice

13.45: Debate "Does the banking sector respond to today's needs of an SME client"

- 13.45-14.00: Introductory presentation: "The offer of the banking sector for SME in the period of regulatory and technological changes on the market - in the opinion of banks and bank clients" - Representative of the Council

- 14.00-15.00: Panel discussion and with the participation of Council Members and invited guests (entrepreneurs and representatives of entrepreneurs as well as the Ministry of Enterprise and Technology):

Participants of the panel discussion:

1. Representatives of Banks - Board Members

2. Representatives of Entrepreneurs:

- Tadeusz Donocik, Vice President of the Polish Chamber of Commerce, Honorary President of Chamber of Commerce in Katowice,
- Dariusz Michałowski, Regional Manager of Effect Business Consulting,
- Piotr Rybicki, Vice-president of Chamber of Commerce and Industry in Katowice.

3. Andżelika Możdżanowska, Secretary of State in the Ministry of Investment and Development of the Republic of Poland, Plenipotentiary of the Government for Small and Medium-Sized Enterprises,

15.00: Summary and conclusion of the meeting.



| | | |
|-------------|---|---|
| 14:00-15:00 | Smart business, good design. It pays! Organizer: Zamek Cieszyn | Strefa Prezentacji na Biznes Expo |
| 15:00-17:00 | V4 Polski Związek Przemysłu Motoryzacyjnego Zamknięte spotkanie branżowe. | The Voivodeship of Silesia. Industrial Dialogue |
| 15:30-17:00 | Building for generations - the future of your family company | Law and State |

- We should BUILD one's company FOR THE GENERATIONS, however remembering that it is a long-term and complex process. This requires a thought-out strategy and a plan,
- There is never the best moment for taking up of successional actions, therefore it is never too early to start,
- If you do not want your success - your family business to be the cause of problems for your family in future generations, you must learn what mistakes you should avoid.
- How to lead your company and successors in such a way so as not to lose all that you have been working for many years?
- How to avoid conflicts in the family?
- Who should become the owner of the company and who should manage it? How to run investment policy?

Invited experts (in alphabetical order):

- Monika Błońska, Legal advisers, Director of the Department at Mariański Group Law and Tax office,
- Katarzyna Gierczak-Grupińska, Chairman of the Family Businesses Foundation,
- Katarzyna Woszczyna , Vice-president of the Board at BCC, Chancellor of the Lodge of Częstochowa at Business Centre Clublub,
- Paulina Zadura-Lichota, Director, Analysis and and Strategy Department at Polish Agency for Enterprise Development.

Moderator:

- prof. dr hab. Adam Mariański, leader and founder of Mariański Group.



(<http://www.parp.gov.pl/>)

Grupa PFR



(<http://marianskigroup.pl/>)

MARIAŃSKI
GROUP

15:30-17:00

Barriers in communication and cultural differences in business

- Cultural and biological differences and effective communication in business.
- Business talks with no generation or equality barriers.

Global SME
Meeting

- Traps of ideological nature in communication vs. running a business.

Invited experts (in alphabetical order):

- Denis Chambe, Deputy Mayor of Saint-Etienne, for international cooperation,
- Paweł Jaguś, Businessman; President at Maat4,
- dr hab. Grażyna Kiliańska-Przybyło, Lecturer at the Institute of English Language at the University of Silesia,
- Anna Krasuska-Terillon, Honorary Consul of France in Katowice,
- Henryk Król, PhD, Businessman; President at DEOrecordings Association and Studio DR,
- Miłosz Omastka, Business – University-Region “ProSilesia”, President of the Regional Business Center in Katowice,
- dr hab. Irena Polewczyk - Sub-faculty of Early Education and Pedagogy of the Media, Department of Pedagogy and Psychology.

Moderator:

- dr hab. Jacek Warchala, Director of the Institute of Sociolinguistics and Social Practices of Communication at the University of Silesia

15:30-17:00

External financing for entrepreneurs from the creative and cultural sectors

Financial management in SMEs

- Specifying the activity and projects executed by the entrepreneurs from cultural and creative sectors,
- European Union new financial instrument as a prescription for the problems of small companies from creative and cultural sectors?
- What is the need for external funding in this sector?
- Experience related to cooperation with financial institutions from creative sectors,
- Polish concept to implement preferential financing for cultural and creative sectors.

Introductory presentation: "*Banking the creative sector and culture in Poland*" - dr Tomasz Bąkowski, National Contact Point for Financial Instruments of EU Programmes

Invited experts (in alphabetical order):

Creative and cultural business:

- Andrzej Chrzanowski, President of the Academic Publishing House Sedno, Member of the Council of the Polish Chamber of Books,
- dr Remigiusz Kopoczek, President of the Board of ARP Games Sp. z o.o.,
- prof. Marian Oslislo, Business-Science-Local Government Association "Pro Silesia", Academy of Fine Arts in Katowice, Laboratory of Multimedia Operations.

Banks:

- Jakub Fulara, Director of Bank Pekao SA,
- Tadeusz Matuszewski, Director of the Product Department of SGB Bank SA,
- Halina Wiśniewska, Director of the Surety and Guarantee Center at Bank Gospodarstwa Krajowego.

Public sector:

- Maciej Dydo, Deputy Director of the Department of Intellectual Property and Media, Ministry of Culture and National Heritage,
- Arkadiusz Lewicki, Director of the National Contact Point for Financial Instruments of EU Programmes,
- Maciej Szymanowicz, Representative of the European Commission, Directorate-General for Education and Culture, Creative Europe - MEDIA.

Moderator:

- Red. Maciej Zakrocki, Radio TOK FM.



(<https://zbp.pl/>)

ZWIĄZEK BANKÓW POLSKICH



KRAJOWY PUNKT
KONTAKTOWY
DS. INSTRUMENTÓW
FINANSOWYCH
PROGRAMÓW
UNII EUROPEJSKIEJ

(<http://instrumentyfinansoweue.gov.pl/>)

15:30-17:00

Competences of the future – are the SME's ready for the digital innovations?

Digital
Company

The development of the new technologies creates great opportunities for Polish SMEs creating new solutions and absorbing existing ones. During the panel, we will look for answers to such questions as:

- What is the state of digital competence in Polish SMEs?
- Do Polish companies make full use of innovative technologies such as artificial intelligence, cloud solutions?
- How can we build the awareness of SMEs and what skills we need?
- How to encourage entrepreneurs to use modern solutions?

Invited Experts:

- Marek Zagórski, Minister of Digitization,
- Adam Abramowicz, Spokesman for Small and Medium-Sized Entrepreneurs,

- Mariusz Jas, Managing Director at Agencja iArt4,
- dr Michał Polański, Director of the Economic Promotion Department at Polish Agency for Enterprise Development,
- Marek Tomczuk, Vice President of Bank Pekao SA,
- Artur Waliszewski, Google Business Director in Central and Eastern Europe.

Moderator:

- Aleksandra Fandrejewska-Tomczyk, Editor of Bulletin of Law and Legislation of the ZPP.



(<https://ekmsp.eu/BackOffice/Events/Jednolita%20stawka%20VAT>)

Google Internetowe Rewolucje

(<https://www.google.pl/>)

17:00-19:00

Associated events: Smogathon 2018 Semi-finals

According to the World Health Organization (WHO) over 92% of the world's population breathe unhealthy, polluted air, and over 7 million people die prematurely within a year due to smog. Smogathon is an initiative aimed at combating air pollution through innovation and technology. In this edition participants compete for cash prizes: \$ 15,000, \$ 10,000 and \$ 5,000 and implementation prize of 30 000 PLN founded by Otrivin. In semi-finals in Katowice will compete the most innovative teams from the whole Europe.

Accompanying events



SMOGATHON

(<https://smogathon.com/pl/strona-glowna/>)

18:00-20:30

Associated events: Evening meeting

A meeting in the "27th Floor" restaurant

Accompanying
events

FRIDAY 19 OCTOBER

09:00-16:00

Business Expo Fair

Business Expo Fair is the largest marketing event related to services and products for business. Among over 100 entities presenting their offers to business, there are companies offering e.g. legal, bookkeeping, IT, marketing services, training courses offer or corporate trips, but offering also non-conventional solutions which facilitate the lives of entrepreneurs.

The fair area will also offer workshops and consultations with experts, networking and B2B meetings.

Strategic Partner:



Eurobusiness – Haller

09:30-11:00

Waste management. Key challenges and urgent problems

Health and
environment

- Towards economy in closed circuit.
- Ambitious recycling goals of the EU as a challenge for administration and business.
- European systems for managing waste. How do the best do it?
- Waste management. Planned legal and systemic amendments.
- Fires at waste-storage yards. Urgent problem of Polish waste management.

Invited experts (in alphabetical order):

- Damian Bartyła, Mayor of Bytom
- Magda Gosk, Director of the Department of Waste Management at the Ministry of the Environment
- Krzysztof Kwiatkowski, President of the Supreme Audit Office
 - Małgorzata Mańka - Szulik, Mayor of Zabrze,
- Dariusz Piontkowski, Deputy to the Sejm of the Republic of Poland, Chairman of the Sejm Subcommittee for monitoring waste management,
- Kamil Saługa, Chairman of the Board at Fundacja Unimetal Recykling,
- Jerzy Starypan, President of the Board at Beskid Żywiec Sp. z o.o.,
- Jerzy Ziaja, President of the All-Polish Chamber of Recycling.

Moderator:

- Krzysztof Kawczyński, President of the Committee for Environmental Protection, the National Chamber of Commerce



KRAJOWA IZBA GOSPODARCZA

[\(https://kig.pl/\)](https://kig.pl/)

09:30-11:00

Automotive Industry

- Challenges for the automotive industry,
- How to sustain the upward trend in production and sales?
- The influence of socio-economic changes and new legal regulations over the automotive industry in Poland and globally,
- Zero-emission municipal transport,
- The role of Industry 4.0 technology for the development of automotive

The
Voivodeship of
Silesia.
Industrial
Dialogue

industry,

- Development of economy vs. labour market: dual education as a solution for insufficiency of specialists?
- Perspectives and factors which inhibit sectoral development.

Invited experts:

- Elżbieta Bieńkowska, European Commissioner for Internal Market and Services,
- Jakub Faryś, President of the Polish Automotive Industry Association,
- Andrzej Korpak, Director of Opel Manufacturing Poland Sp. z o.o.
- dr Janusz Michałek, President of the Board of the Katowice Special Economic Zone,
- prof. dr hab. inż. Anna Timofiejczuk, prof. at the Silesian University of Technology - Dean of the Department of Mechanics and Technology at the Silesian University of Technology
- Representative of Volkswagen.

Moderator:

- Luk Palmen, Manager for Innovation and Cooperation in SA&AM, President of the Board at InnoCo Sp. z o.o.



[ksse-1\)](http://ksse.com.pl/o-ksse-1)

09:30-11:00

Capital for development? We got it!

- When is the right moment to make developmental investments in SMEs?
- Owner's equity or third party equity? Benefits and expenses.
- Loan, leasing or borrowing? Selecting a proper instrument to satisfy the specifics of investment.
- Issuance of shares and bonds - is it just for the chosen ones?
- The sources of financing of innovative projects with high risks.
- How to avoid the risk of overinvestment in business?

Financial
management
in SMEs

Invited experts (in alphabetical order):

- Andrzej Krzemiński, Chairman of the Executive Committee of the Polish Association of Leasing,
- dr Rafał Rębilas, Lecturer at WSB University, expert in the field of banking and financial markets,
- Bożena Rojewska, President of the Board at Fundusz Górnośląski S.A.,
- Tomasz Styczyński, Vice-president of the Board at Bank Pekao S.A.,
- dr inż. Katarzyna Samsel, Director of the Coordinators' Department in the National Centre for Research and Development.

Moderator:

- Józef Wycisk, Journalist in Polish Radio Katowice.

(<https://www.ncbr.gov.pl/>)



(<https://www.ncbr.gov.pl/>)

(<http://www.leasing.org.pl/>)



(<http://www.leasing.org.pl/>)



(<https://www.pekao.com.pl/>)



(<http://www.leasing.org.pl/>)



Akademia WSB

(<http://www.wsb.edu.pl/>)

09:30-11:00

International marketing campaign - that is how to enter the foreign markets, case study

The Academy
of Marketing
and Sales

- About a successful strategy and campaign related to entering the foreign markets,
- How to stay on the foreign market,
- Forecasting and new trends on the foreign markets,
- Cultural differences in business.
- Step by step in business plan, that is the Handbook of contacts for those who want to try their hand at global business.

Invited experts (in alphabetical order):

- dr Maria Buszman President of the Buszman company. Research. Strategies; academic lecturer (University of Economics in Katowice, SWPS),
- Benjamin Knöfler, the Relations Expert, BVMW,
- Urszula Wöltjen, Deutsch - Polnisches Consulting,
- Łukasz Żak, Legal Support Office.

Moderator:

- Dariusz Tworzydło, Polish economist, doctor habilitatus in social sciences in the area of media sciences, professor at WSiZ [Higher School of Engineering and Health]

09:30-11:00

Customer, buy please! That is why aren't customers interested in our products?


The Academy
of Marketing
and Sales

- The methods of verification of models of existing businesses and products and services offered,
- The methods of analysis of sales and marketing processes in a company,
- The assumptions of Design Thinking, Agile and Lean Start-Up
- The methods of verification of usefulness applied among customers

Invited experts (in alphabetical order):

- Igor Ginalski , founder, trainer at Flip Mind,
- Piotr Drosdzol , founder, trainer at Flip Mind, Senior Agile Coach at ING Bank,

• Rafał Mazur, founder, trainer at Flip Mind, Business Solutions Manager at COMARCH.

| | | |
|-------------|---|------------------------------------|
| 09:30-10:00 | <p>Innovation and Knowledge Zone: Chatbots - the future of communication with the client?</p> <p>During the speech, we will find out why 55% of companies in the world are already implementing or planning to launch AI (Artificial Intelligence) - in marketing, sales and customer service.</p> <p>In addition, we will answer the questions:</p> <ul style="list-style-type: none">• What are the possibilities of chatbots?• In what areas are they most frequently used?• In what direction will they develop? <p>Speaker:</p> <p>Marcin Strzałkowski - CEO and Managing Director of InteliWISE S.A., founder and co-owner of www.InteliWISE.com, serial entrepreneur, enthusiast of new technologies, responsible for clients' success, sales and marketing as well as investor relations. A graduate of the Francais de Gestion Institute and the Faculty of Management and Marketing at the Warsaw School of Economics.</p> <p>Partner:</p>  | Innovation and Knowledge Zone |
| 09:30-10:00 | <p>My city where... that is what human stories may bring to your brand</p> <p>Localness is more and more important although still a not used trend in communication. And this is the level from which business and passion are best exemplified.</p> <p>Basing on the project realized by Onet and mytaxi, we are going to show how can the SME sector use the potential through own actions.</p> <p>We are going to talk about building of the brand based on human stories - residents and entrepreneurs in different parts of Poland.</p> <p>We are going to show the tools and solutions which support local communication. We will also give clues on how to implement such projects with your own brand</p> | The Academy of Marketing and Sales |
| 09:30-15:00 | <p>YES Summit: Software Development Association Poland</p> <p>A meeting of the Software House sector</p> | YES Summit - Young Entrepreneurs |

09:30-13:00

7th Scientific Conference entitled: “Innovations in Biomedical Engineering – IIBE 2018”

The “**Innovations in Biomedical Engineering**” Conference (www.iibe.pl) is organized by the **Department of Biomedical Engineering at the Silesian University of Technology**, in cooperation with the **American Heart of Poland SA**. This initiative is a reformulated continuation of the “Silesian Biomedical Engineering” conference whose four editions were held in Zabrze between 2012 and 2015.

This change resulted from an intention to give the conference a scientific character. This year’s edition of the “innovations in Biomedical Engineering” will for the first time constitute one of accompanying events of the 8th European Congress of Small and Medium-Sized Enterprises and will be held between 17th and 19th of October 2018 at the International Conference Centre in Katowice.

This new initiative will be an opportunity to present the scientific and research achievements to a large assembly of the participants of the congress. It will be participated by e.g. the representatives of: the authorities of the Voivodeship of Silesia, universities, scientific and research institutions both domestic and foreign, as well as the representatives of hospital units. An exhibition is also included as a part of this event



IIBE'2018

**American
Heart
of Poland**

Accompanying
events

10:00-10:30

Innovation and Knowledge Zone: Where did Bitcoin come from? Genesis

- Who invented bitcoin?
- Can anyone create a cryptocurrency?
- Where does the price of cryptocurrencies come from?
- Are cryptocurrencies secure?
- What are the areas of application?

Speaker:

Tomasz Wrzeszczyński - an expert on the market economics of

Innovation and
Knowledge
Zone

cryptocurrencies and verification of the sense of use and usefulness of individual cryptocurrencies in the business world.

10:00-11:00

The impact of online advertising on sales

Speaker: Tomasz Galus, Rankhouse

Strefa
Prezentacji na
Biznes Expo

10:00-15:00

Forum Dobrych Praktyk: konsultacje dla przedsiębiorców

Forum Dobrych Praktyk zaprasza na bezpłatne warsztaty i konsultacje dla przedsiębiorców, którzy chcą świadomie budować swoją markę !

10.00

Kava Studio – Szymon Pieczyński, Magdalena Łukasz: Brandingowy fast food – czego o pozycjonowaniu marki uczy nas McDonald's?

11.15 Konsultacje

11.30 Łobzowska Studio – Magdalena Falkiewicz i Aleksander Karkoszka: Goły daleko nie zajdzie - w co ubrać produkt, aby miał szansę zaistnieć na rynku?

12.30 Konsultacje

12.45 Schulz brand friendly – Mariusz Zaczek i Arkadiusz Mogiła: Czy wartości potrzebują branding?

13.45 Konsultacje

14.00

Miejsce: stoisko Forum Dobrych Praktyk na Targach Biznes Expo

14.30

Ministerstwo **Kultury** i Dziedzictwa Narodowego.

(<http://www.mkidn.gov.pl/>)

FORUM DOBRYCH PRAKTYK

(<http://fodop.pl/pl/>)

Dofinansowano ze środków Ministra Kultury i Dziedzictwa Narodowego
pochodzących z Funduszu Promocji Kultury

10:00-14:30

Strefa eksperta

godz. 10.00-11.30

Zakład Ubezpieczeń Społecznych

„Konstytucja Biznesu”

1. Podstawa prawna – pakiet ustaw wprowadzających „Konstytucję Biznesu”
2. Konstytucja Biznesu – jako nowe prawo gospodarcze dla przedsiębiorców
3. Ułatwienia dla przedsiębiorców wprowadzone przez Konstytucję Biznesu
 - działalność nierejestrowana/nieewidencjonowana
 - nowa ulga dla przedsiębiorców tzw. „ulga na start”
 - zmiany w zakresie zawieszania działalności gospodarczej
 - zmiany w zakresie wznawiania działalności gospodarczej
 - korzystanie z pełnomocników
4. Powołanie Rzecznika Małych i Średnich przedsiębiorstw
5. Nowy portal internetowy dla przedsiębiorców www.biznes.gov.pl

godz. 11.30-13.00

Wojewódzki Fundusz Ochrony Środowiska i Gospodarki Wodnej

Doradca Energetyczny – „W czym mogę pomóc?”

- Projekt „Ogólnopolski system wsparcia doradczego dla sektora publicznego, mieszkaniowego oraz przedsiębiorstw w zakresie efektywności energetycznej oraz OZE”: założenia Projektu, grupy odbiorców z naciskiem na przedsiębiorstwa, możliwości wsparcia doradczego,
- finansowanie przedsięwzięć z zakresu efektywności energetycznej dla przedsiębiorstw,
- Program „Czyste Powietrze” omówienie zasad przyznawania dofinansowania na termomodernizację domów jednorodzinnych (wykorzystywanych również pod działalność gospodarczą) czyli przedsiębiorca jako osoba fizyczna.

godz. 13.00-14.30

Instytut Badań Edukacyjnych

Zarządzanie kwalifikacjami jako element polityki rozwoju regionu

Prowadzenie: Aleksandra Wojciechowska, Iwona Caputa

Miejsce: Strefa eksperta na Targach Biznes Expo

Partner Strefy:



10:30-11:00

Innovation and Knowledge Zone: Smart contracts as a way to provide confidence in IT systems

Ethereum is the world's first globally operating IT system (based on blockchain technology) in which we can program our own applications being sure that the code we wrote will remain unchanged and will be done in the conditions set by us. Thanks to "smart contracts" in the near future

Innovation and Knowledge Zone

we will be able to check the authenticity of documents (such as notarial deeds, graduation certificates, ID cards, passports, technical documentation) in an encrypted form. As a result, every process becomes measurable and verifiable historically. Mass digitization - while maintaining a high level of confidence in stored documents - will provide entities that will benefit from "smart contracts" with huge savings and an advantage over competitors.

Speaker:

Tomasz Waszczyk - programmer, frontend developer, also deals with Ethereum and solutions used in automatic trading.

11:00-12:00

Spotkania Networkingowe

Chcesz poznać kilkudziesięciu potencjalnych partnerów i klientów w ciągu kilkudziesięciu minut? Zarejestruj się na speed networking.

W ciągu niecałych 60 minut dowiesz się:

- jak nawiązać pierwszy kontakt,
- jak rozpoznać, czy osoba, z którą rozmawiasz jest potencjalnym klientem, czy partnerem,
- co mówić, aby zostać zapamiętanym,
- co zrobić z własną i cudzą wizytówką,
- co zrobić po spotkaniu, aby rozmowa przerodziła się w dalszą współpracę,

oraz porozmawiasz z kilkudziesięcioma osobami zainteresowanymi nawiązaniem kontaktu.

Nie zapomnij o wizytówkach: kilka to za mało, przyda się kilkadziesiąt!

Miejsce: **Strefa networkingu na Targach Biznes Expo**

Prowadzenie: **Concordia Business Club**



concordia

B U S I N E S S C L U B

11:00-12:00

Branding, but what is it? If you do not know what's going on, it's about (big) money

Wojciech Mierowski

Strefa
Prezentacji na
Biznes Expo

- Comparison of key conditions for granting tax exemptions in special economic zones and as a part of the new system
- The new system favour SME sector companies - true or false?
- The most important challenges in the new system for the SME sector,
- Potential influence of the new system of tax exemptions over geographic distribution of new investments,
- Influence of new regulations over the companies already existing economic zones.
- Whether and how the functioning in special economic zones influenced the development of companies from SME sector and did the zone's offer met their expectations?

Invited Experts:

- Michał Dąbrowski Vice-President of the Chamber of Commerce and Industry in Katowice.
- Krzysztof Drynda, Vice-President of the Board of the Wałbrzych Special Economic Zone „Invest-Park”
- Maria Leszczyńska, Head of the Department of Public Assistance from the Foreign Investment Department of Polish Investment and Trade Agency,
- Barbara Piontek, Ph.D, Deputy Chairman of the Board of the Katowice Special Economic Zone, Associate professor at the WSB University.
- Agnieszka Skręt-Bednarz, EY Manager,
- Anna Szczęśniak, Founder of Szczęśniak Pojazdy Specjalne Sp. z o.o.,
- Marzena Tkaczuk, BTS Development Director, Panattoni.

Moderator:

- Józef Wycisk, Journalist at Radio Katowice

Associated event:

Signing a contract in the area of reclamation between the Katowice Special Economic Zone and Polish Geological Institute



(<http://ksse.com.pl/o->

Katowicka
Specjalna Strefa
Ekonomiczna



ksse-1)



PANATTONI EUROPE

(<http://www.panattonieurope.com/pl/kraj/polska/>)

11:30-13:00

Industry of Fuels and Energy in the face of climate change – summary before the COP24

- The track record of Polish achievements in respect to climate protection,
- What should be the direction of diversification of fuel structure for energy production in Poland?
- Nuclear power, wind power or natural gas-based one? Which is the optimal solution for our country,
- The future of Polish energetics based on renewable and distributed sources of energy,
- The change schedule in coal and renewable sources of energy share in

The
Voivodeship of
Silesia.
Industrial
Dialogue

the energetic mix,

- Governmental actions towards energy-intensive industries - current support programs,
- Efforts taken to support the low-emission transport. The role of fuel groups
- in the development of electromobility,
- Current status of implementation of the “Paris Agreements”. What are the most important targets of the Polish delegation at COP24?

Invited experts (in alphabetical order):

- Elżbieta Bieńkowska, European Commissioner for Internal Market and Services,
- Herbert Leopold Gabryś, Chairman of the Committee for Climate and Energy Package of the Polish Chamber of Commerce,
- Prof. Janusz Kotowicz PhD, DSc, Vice Rector for Collaboration with Civic and Economic Environment.
- Jacek Krawczyk, President of the Employers' Group of the European Economic and Social Committee,
- Janusz Steinhoff, Leader of the Council of the National Chamber of Commerce and the Regional Chamber of Commerce and Industry in Katowice,
- Representative of LOTOS.

Moderator:

- Adam Sojka, journalist.

11:30-13:00

Polish labour market for employees from outside the European Union

Labor market
and education

- Does it pay off to have a legal job? The non-pay forms of remuneration,
- Foreigners in the regional labour market - a perspective for employers,
- Integration and social aspect of immigration,
- Chances and challenges related to employing foreigners
- How does migration change the image of the Polish companies?

Invited experts (in alphabetical order):

- Roman Dereviannov, President at Motivated-Workers,
- Cezary Kaźmierczak, President of the Association of Entrepreneurs and Employers,
- Irena Pordzik, Honorary Consul of Ukraine in Opole,
- Anna Rostocka, Director of the Office of International Organisation for Migration (IOM) in Warsaw,
- Grzegorz Sikorski, Director of the Provincial Labour Office in Katowice,
- Jarosław Wieczorek, Voivode of Silesia.

Moderator:

• Michał Wysłocki, Director of the Department of Legalization of Residence and Labour in Poland at Sadkowski and Co. expert for BCC for legalisation of residence and labour of foreigners in Poland.

11:30-13:00

Economic and recreational attractiveness of cities - possibilities of adapting of bodies of water

Self-government

- Silesia a Lake District? Water resources. Quality of waters.
- The potential of hydro-technical, bioeconomic and tourist legacy of the Silesian Lake District.
- Municipal greenery vs. water management. New aspects of water management in cities - “uneasy rains vs. municipal concrete”. The use of the potential of water tanks in the development of a blue-green infrastructure of Silesian cities - Is that possible?
- Self-government, residents, enterprises - Joint interest, necessary dialogue. Technical solutions and good practices of water management - trends in architecture and urban planning.
- Challenges in water management in cities - social education. Modern methods of education and promotion. How to motivate and engage residents in action?
- Sustainable water management as a method for minimising the effects of climate changes in urbanized areas.

Invited experts (in alphabetical order):

- dr Andrzej Woźnica, Director of the Silesian Water Centre,
- dr inż. Arch. Justyna Gorgoń, Institute of Ecology of the Industrialized Areas, expert in transition of urbanized environment,
- Barbara Lampart, Head of the Department of Shaping of the Environment, Municipal Office of Katowice,
- dr Leszek Trząski, Vice-director of the Silesian Botanical Garden,
- Artur Wójcik, Head at the Catchment of White Przemsza.

Moderator:

- dr hab. Edyta Sierka, Vice-Dean for Promotion and Cooperation with Environment of the Faculty of Biology and Environment Protection of the University of Silesia.

11:30-13:00

FlexiForm Day. Workshops on modern marketing strategies

The Academy of Marketing and Sales

- Introduction: Journalism, advertising, content marketing. What you should know about the media and how to promote the brand,
- Video as a modern and engaging form of promotion
- Alert budget - as a modern tool promoting a participatory concept on the Internet

Invited experts (in alphabetical order):

- Karol Gruszka, Digital manager at Polska Press A group, a fan of new media and technologies,
- Marcin Kasprzyk, head of the Newsroom360 team,

- Marek Twaróg, journalist, editor-in-chief of "Dziennik Zachodni" and "Business Zone", earlier - "Gazeta Wroclawska".

11:30-12:00

Innovation and Knowledge Zone: Revolution of online shopping

The presentation will discuss obstacles on the way to the spread of cryptocurrencies as a means of payment, and proposals for their resolution.

Speaker:

Krzysztof Perek - CEO of the OneMillion Group company. He has over ten years of experience in sales and marketing and human resource management. As one of the first entrepreneurs in the world he dealt in the luxury goods trade for cryptocurrencies.

Partner:



(<http://www.onemilliongroup.com/>)

Innovation and Knowledge Zone

12:00-12:30

Innovation and Knowledge Zone: Robotization of Business Processes - how to employ a digital employee?

- What is RPA technology?
- How do Polish enterprises make use of office robots for working?
- What criteria should a process meet in order to be possible to be robotized?

Speaker:

Piotr Kaczmarek - development director in the company Pirxon, which for 14 years successfully implements IT solutions in Polish and foreign companies, as well as in public administration. He graduated from the Faculty of Computer Science, Telecommunications and Electronics at the Gdansk University of Technology, and gained business skills at the Faculty of Management and Economics of the same university.

Partner:

Innovation and Knowledge Zone



12:00-13:00

The creative power of words - shaping the engaging culture of the organization

Lila Ciešlar, Piotr Zawadzki

Strefa
Prezentacji na
Biznes Expo

13:00-14:00

Spotkania Networkingowe

Chcesz poznać kilkudziesięciu potencjalnych partnerów i klientów w ciągu kilkudziesięciu minut? Zarejestruj się na speed networking.

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 - co zrobić z własną i cudzą wizytówką,
 - co zrobić po spotkaniu, aby rozmowa przerodziła się w dalszą współpracę,
- oraz porozmawiasz z kilkudziesięcioma osobami zainteresowanymi nawiązaniem kontaktu.

Nie zapomnij o wizytówkach: kilka to za mało, przyda się kilkadziesiąt!

Miejsce: **Strefa networkingu na Targach Biznes Expo**

Prowadzenie: **Concordia Business Club**



concordia

B U S I N E S S C L U B

13:00-14:00

Email marketing bez tajemnic

Strefa

Prowadzenie: Marcin Gnat, Freshmail

Prezentacji na
Biznes Expo

Od 12 lat związany ze światem mediów cyfrowych. Obecnie zajmuje się marketingiem i mediami społecznościowymi we FreshMailu.

Doświadczenie zdobywał pracując w Interii i Onecie, a następnie przez prawie cztery lata tworzył własną agencję informacyjną Blitznews.pl, świadcząc usługi firmom takim jak Grupa Onet czy Empik.

Od czterech lat aktywnie zaangażowany w krakowskie środowisko technologiczno-startupowe. Pracował m.in. dla Brainly pomagając tej platformie zaistnieć na rynku anglojęzycznym oraz w Phenomaly, gdzie aktywnie współtworzył aplikację restauracyjną Mniam.

Wykłada na Wyższej Szkole Europejskiej w Krakowie. Prelegent na konferencjach takich, jak I Love Marketing & Social Media, For Social Media, TechKlub czy Czwartki Social Media.

13:30-15:00

WORK LIFE HARMONY – how to seek harmony between life and work?

Hobby and
free time

- Work-life balance vs. Work-life harmony,
- Professional work and personal life - how can each organization actively support its employees in the process of harmonious combination of these two areas?
- How to manage an employee and his or her experience gathers at work and outside it holistically?
- How to develop physical resistance and how does it influence the functioning of an employee and organization?
- Activity Based Working Concept - how to create the organizational space in such a way so that it is friendly to manage a diversified team?
- Wellbeing - what is it and why is it worth to implement it strategically into an organization.

Invited experts (in alphabetical order):

- Dr Katarzyna Kulig-Moskwa, expert in human capital and social responsibility of business, the author of „Wellbeing in an organization. What? How? Why?”,
- Anna Marciniak, director for personal and administrative affairs, Skanska Property Poland,
- Sylwia Rybak, manager of developmental projects, certified trainer, consultant, coach, Business Development Partner at a British consulting company AQR International,
- Dr Anna Syrek-Kosowska, expert at WSB University, manager of HR projects, trainer, executive coach,

- Magdalena Wilczak, head at FP Academy, Future Processing Sp. z o.o.

Moderator:

- Dr Sabina Ratajczak, Prorector for Development, Director at the Centre for Quality and Innovations of WSB University



(<http://www.wsb.edu.pl/>)

Akademia WSB

13:30-15:00

Electromobility. Electricity is the future

- Electromobility in Poland is gaining momentum? Developmental barriers, solutions and preconditions for succeeding.
- What allowances, incentives and regulations are necessary for the development of the market of electric vehicles in Poland?
- E-mobility - the future methods of travelling. Influence on society and entrepreneurship.
- Cities turn towards electromobility. Sustainable transport engaged in smog-fighting.
- Are Polish companies ready for low-emission vehicles?

The
Voivodeship of
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Dialogue

Invited experts (in alphabetical order):

- Ilona Antoniszyn, Head of Group Office Warsaw, Board Advisor Government Relations and Public Policy Volkswagen AG,
- Arkadiusz Chęciński, Mayor of Sosnowiec Sosnowca,
- Jakub Faryś, President of the Polish Automotive Industry Association
- Michał Gramatyka, Deputy Voivode of the Voivodeship of Silesia
- Arkadiusz Hołda, Chancellor at the University of Technology in Katowice
- prof. dr hab. inż. Bogusław Łazarz, Prorector for General Affairs at the Silesian University of Technology
- Michał Markiewicz, expert of National Research and Development Centre,
- Grzegorz Podlewski, Vice-Chairman of the Metropolis of Upper Silesia and Zagłębie,
- Tomasz Porawski, Skoda Brand Manager Poland, Volkswagen Group Polska.

Moderator: Adam Sojka, economic journalist



Narodowe Centrum
Badań i Rozwoju

(<https://www.ncbr.gov.pl/>)



(<http://www.lotos.pl/>)

13:30-15:00

The marketing of experience

- Millions of options, how to choose the proper ones? - i.e. About effective, smart marketing,
- VR commercial - what possibilities does it bring?
- Marketing in a cultural manner - i.e. how to make use of new technologies should be used in places of entertainment and services,
- What is a Webinar for? - i.e. about being friends with customers,
- creating good content - a key to customer's heart?

Invited experts (in alphabetical order):

- Aleksandra Frątczak-Biś, Personal shopper, author of books, Coach of business image,
- Marcin Janowski, Owner at SPACE PR Agency. Adviser, E-PR and Communication consultant at Social Media,
- Adam Maliszewski, marketing and sales manager at WSB University, head of the marketing and PR team at enter for Development of Universities TEB Akademia,
- Marcin Olkowicz, Knowledge Consultant at the Association of Marketing Communication SAR, coach, consultant for development, educator, academic lecturer,
- Magda Wysocka, Head of Advertising Revenue, Grupa OLX.

Moderator:

- dr Maria Buszman President of the Buszman company. Research. Strategies; academic lecturer (University of Economics in Katowice, SWPS).

The Academy
of Marketing
and Sales

13:30-15:00

Smart(er) cities

- Smart(er) cities, cities of the future, examples of best practices in Europe and globally,
- Will a smart solution always be the best solution? Smart cities in the

Self-
government

context of „Big Brother”,

- Internet of Things in service of smart cities,
- „Developing smart” – chances for local providers of technologies global companies,
- Cooperation: Self-government-business, in service of the residents,
- Urban transportation in a smart city - how to plan expenses,
- Best practices – which smart solutions are worth to be implemented in Polish cities,
- Local currency in Smart Cities,
- Optimisation of mobility of urban vehicles.

Invited experts (in alphabetical order):

- dr inż. Jan Bondaruk, Deputy Director for Environmental Engineering, Central Mining Institute,
- Szymon Ciupa, Smart City expert,
- dr hab. inż. Stanisław Krawiec, prof. of SUT, Faculty of Transport, Silesian University of Technology,
- Wojciech Muras, President at Netology,
- dr Janusz Okrzesik, Lecturer at the School of Finance and Law in Bielsko-Biała,
- prof. zw. dr hab. inż. Jacek Szoltysek, Head of Chair of Social Logistics at the University of Economics in Katowice,
- Wojciech Przybylski, President of the Cracow’s Technological Park,
- Karolina Wadowska, Member of the Board of the GZM Metropolis,
- Dariusz Załuska, President of the Board at Mobilis Group.

Moderator:

- Romuald Gacka, Cormet S.C.

13:30-15:30

Innovation and Knowledge Zone: AI Katowice

AI Katowice is a series of meetings devoted to artificial intelligence, serving to building a society of experts, practitioners and most of all AI madcaps! The aim of these meetings is not just the exchange of knowledge, but also inspiration to create and examine artificial neural networks, by people related to new technologies. The co-organizer of this project is the city of Katowice.

Presentations:

13.30: "Data Scientist as a Service - Microsoft Azure for innovative projects", dr inż. Marek Pyka, Cloud Solutions Architect Advanced Analytics and AI at Microsoft.

14.00: "Machine Learning in the process of document circulation", Maciej Karpicz CTO DLABS.

14.30: "Ethical issues of AI", prof. Tomasz Pietrzykowski - vice-rector of the University of Silesia and professor at the Faculty of Law and Administration of the University of Silesia.

Innovation and
Knowledge
Zone

15.00: "Man and his mind, robot and his intelligence - why is Robin Heart a telemanipulator?" - prof. Zbigniew Nawrat - scientist, inventor, teacher, visionary. Robot's father Robin Heart.

The co-organizer of the project is the city of Katowice.

13:30-15:00

ATTENTION! FUNDS AHEAD... that is where, when and for what purposes can you acquire EU support for your company

Financial
management
in SMEs

- EU funds for investment and development of human resource, which can be still reached for from the level of a Region.
- Money for your first business and return to the labour market.
- New directions of support for entrepreneurs between 2019-2020.
- What is worth remembering? The most important rules of applying for EU funding.

Invited experts (in alphabetical order):

- Marcin Faruga, Expert of the Main Information Point of European Funds in Katowice,
- Piotr Kucharski, Head at the Department of ESF Management, Provincial Labour Office in Katowice,
- Adriana Witkowska-Konieczny, Head at the Department of Information and Promotion, Silesian Centre for Entrepreneurship in Chorzów.