



EUROPEAN CONGRESS

of Small and Medium - Size Enterprises

16-18

10.2019

9. EDITION

M C K K A T O W I C E

SMART SAFE SOLUTIONS

EUROPEAN CONGRESS OF SME

European Congress of Small and Medium-size Enterprises is the largest event of the SME sector in Europe. The achievements of the eight editions confirm the size and scope of the event, which every year gathers in the capital of Upper Silesia representatives of the highest state authorities, local governments and key institutions of culture and the world of science. The motto of all Congresses is:

Science-Business-Self-government

TOGETHER FOR ECONOMY

EUROPEAN CONGRES OF SME IS:

- platform for cooperation between the three environments
- people and events conducive to innovative development and competitive economy
- wide and multidimensional analysis of the SME sector
- practical tools and current knowledge for entrepreneurs
- new, direct business contacts
- presentation of products and services for entrepreneurs

THEMATIC PATH

START UP
YOUR BUSINESS

LABOR MARKET
AND EDUCATION

CITY AND
SELF-GOVERNMENT

PASSION
AND BUSINESS

MANAGEMENT
& DEVELOPMENT

FINANCING
OF SME

STATE
AND LAW

DIGITAL
COMPANY

GLOBAL SME
MEETING

THINK ECO!

MARKETING
AND SALES ACADEMY

HR
IN COMPANY

FORMAT OF THE CONGRESS



EUROPEAN CONGRESS

of Small and Medium – Size Enterprises

DISCUSSION PANELS, EXPERT DEBATES, ACCOMPANYING EVENTS,
THEMATIC WORKSHOPS, B2B MEETINGS, B2B MEETINGS



THE SELF-GOVERNMENT
THAT SUPPORTS SME

Business Expo Fair is one of the most important exhibition events in the field of services and products for the SME sector. It is also an ideal space for establishing contacts with new partners and clients during international meetings B2B meetings and networking sessions.

- EXHIBITION STANDS
- PRESENTATION ZONE
- EXPERT AREA
- NETWORKING ZONE

The self-government supports SMEs is a nationwide program addressed to local governments at the voivodship, poviát and local levels. It is aimed at selecting and promoting those that create favorable conditions for running business activity for entrepreneurs in the SME sector.

- CHOOSING APPLICATIONS
- VERIFICATION OF APPLICATIONS
- CHOICE OF LAUREATES
- THE FINAL GALA AND HONORABLE DISTINCTIONS

BENEFITS FOR THE PARTNER

- **the possibility of creating** joint projects during the Congress **in cooperation with** the Regional Chamber of Commerce and Industry
- **obtaining positive recommendations** for the partner and its products
- **acting as an expert during panel discussions**
- conducted with the participation of the highest state and local government authorities
- the possibility of **organizing dedicated thematic workshops**
- **establishing direct relations** with representatives of key central institutions, local governments and the authorities of the Metropolis
- **individual B2B meetings** with representatives of significant enterprises
- **direct relations with the authorities of Silesian** public and non-public high education institutions
- **cooperation with young entrepreneurs** and international organizations grouping them
- **wide-range promotion** using congress communication channels

FACTS AND FIGURES

PREVIOUS EDITION

3



DAYS OF DEBATES

500



EXPERTS, PANELISTS
AND GUESTS

+7500



REGISTERED
PARTICIPANTS

+150



JOURNALISTS

37



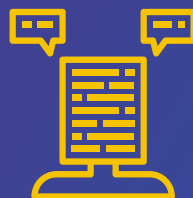
INTERNATIONAL
DELEGATIONS

+1000



COMPANIES
AND INSTITUTIONS

12



THEMATIC
PATHS

+100



DISCUSSION SESSIONS
AND WORKSHOPS

115



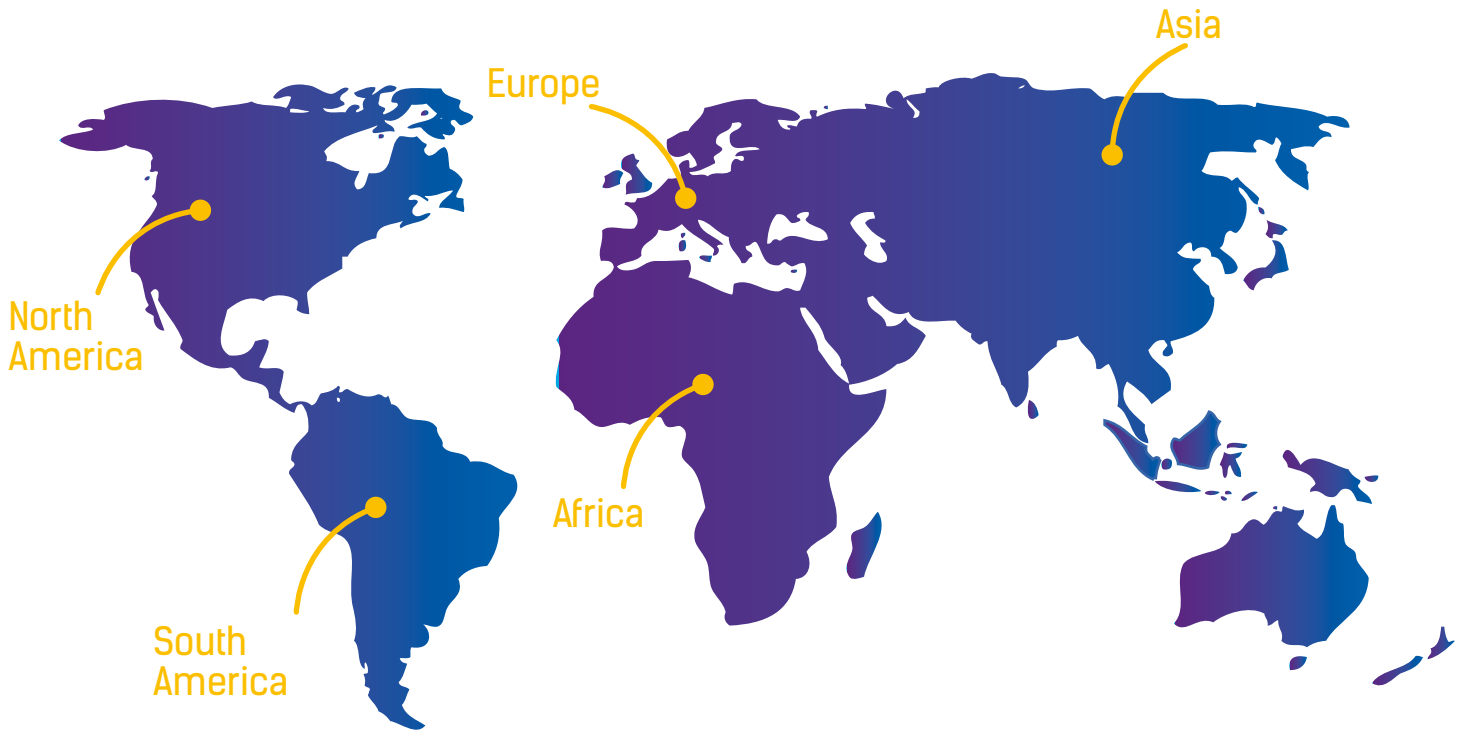
EXHIBITORS AT THE
BUSINESS EXPO FAIR

5300



EXHIBITION AREA

INTERNATIONAL DIMENSION



EUROPE

Albania
Armenia
Austria
Belgium
Belarus
Bulgaria
Croatia
Monte Negro
the Czech Republic
Estonia
Finland
France
Greece

Georgia
Spain
the Netherlands
Kazakhstan
Kosovo
Liechtenstein
Lithuania
Luxembourg
Malta
Moldavia
Germany
Norway
Portugal
Russia

Romania
Serbia
Slovakia
Switzerland
Sweden
Turkey
Ukraine
Hungary
United Kingdom
Italy

NORTH AMERICA

Canada
USA

Panama
Mexico

SOUTH AMERICA

Argentina
Brazil
Colombia
Peru

AFRICA

Algeria
Angola
the Kingdom of Morocco
Egypt

Ethiopia
Ghana
Libya
Nigeria
Democratic Republic of
the Congo
Senegal
Tunisia

ASIA

Saudi Arabia
Azerbaijan
China
India

Iraq
Japan
South Korea
Mongolia
Nepal
Thailand
Vietnam

PR & MEDIA RELATIONS



INTERNET

www, remarketing, mailing campaigns, displays, banner campaigns, articles on portals, blogs, information services



TV

local, regional, nationwide (announcements, interviews, reports)



PRASA

local, regional, nationwide, trade and dedicated publications (articles, interviews, reports, native and contextual advertising)



RADIO

local, regional, nationwide (announcements, interviews, reports)



SOCIAL MEDIA

Facebook, Twitter, LinkedIn, Instagram, Youtube



OUTDOOR

Billboard campaigns in the biggest Polish cities



MOBILE MARKETING

SMS campaigns, mms



PARTNERZY

a group of permanent partners communicating Congress using their own channels of reaching

HAVE BEEN TRUSTED SO FAR



Samochody
Użytkowe



Over the past eight years, many great Polish and global companies have been included in the group of Congress's partners. Each edition also enjoys strong institutional and local government support at all levels and a number of exceptional patrons, including the **High Patronage of the European Parliament.**

LOCATION: **KATOWICE**

The 9th edition of the **European SME Congress** will take place in the **International Congress Center in Katowice**, located in the city center in the Culture Zone, which also includes Spodek, NOSPR and the Silesian Museum. Katowice is the perfect place to meet and conduct business, and the Congress Center is the best congress center offering unlimited possibilities.

SEE YOU!

16 - 18 OCTOBER 2019

**AT THE CONGRESS CENTER
IN KATOWICE**

ORGANIZER



CHAMBER OF
COMMERCE AND INDUSTRY
IN KATOWICE

Your Partner in Business!

- 330 years of tradition
- We have built close relationships with scientific, business, local government, public institutions and the business environment
- +2000 cooperating companies
- We have completed dozens of projects in cooperation with the largest Polish ones companies and local government units
- Flexible approach to partners
- We have many years of experience in organizing foreign missions economic

We are the most dynamically operating regional chamber of commerce in Poland!

Chamber of Commerce and Industry in Katowice

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RIGKatowice

#EKMSp2019



For years, we have been promoting the slogan: **Science – Business – Self-government – TOGETHER FOR ECONOMY**, underlining the word together!

We know that dialogue and cooperation between the three sectors will bring about innovative, intelligent and safe solutions, conducive to common development and positive changes.

We invite you to cooperation!

BE A PART OF THE **MOST IMPORTANT EVENT** FOR A SMALL AND MEDIUM SIZE ENTERPRISE IN EUROPE!



KongresMSP

 ekmsp.eu