



WEDNESDAY 16 OCTOBER

09:00-16:00	<p>Business Expo Fair</p> <p>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.</p> <p>The fair area will also offer workshops and consultations with experts, networking and B2B meetings.</p> <p>Co-organizer of Business Expo Fair:</p> <p>PTG S.A.</p>	Associated events
09:30-10:50	<p>Brexit seminar: Border Delivery Group Industry Day First Part</p> <p>Opening speech:</p> <ul style="list-style-type: none"> • Mr James Hughes, Minister-Counsellor for Economic Affairs from BE Warsaw • Mr. Witold Naturski, Deputy Head of the Representation of the European Commission in Poland. <p>• Latest information about the planned UK arrangements for the border.</p> <p>• Individual UK Government department presentations on Roll on, Roll off processes of goods and passengers moving between the EU and the UK in the event of a No Deal.</p> <p>• Individual UK Government department presentations.</p> <p>• * There will be a short round of Q&A following each presentation.</p> <p>EXPERTS</p> <ul style="list-style-type: none"> • Representative, Border Delivery Group • Representative, Her Majesty's Revenue and Customs (HMRC) • Representative, Border Force (BF) • Representative, Food Standards Agency (FSA) • Representative, Department for Environment, Food and Rural Affairs (DEFRA) • Representative, Department for Transport (DfT) • Representative, Department for Business, Energy and Industrial Strategy (BEIS) • Representative, British Embassy Warsaw. 	Global SME Meeting

11:00-13:00

INAUGURATION OF THE 9th EUROPEAN CONGRESS OF SMES

Introductory speech

Krzysztof Sarnecki, President of the Board QUEST Change Managers

Reading a letter from the **President of the Republic of Poland**

by Professor Cezary Kochalski

Advisor to the President of the Republic of Poland

Invited Special Guests

Prof. Jerzy Buzek, Prime Minister of the Republic of Poland in 1998-2001, Member of the European Parliament

Zdravko Počivalšek, Minister of Economic Development and Technology of the Republic of Slovenia

Moderator

Marek Durmała, TVP Katowice

Congress inaugurating panel

„Economy today and tomorrow. Answers to the dilemmas of Polish entrepreneurs ”

Special Guests invited

Adam Abramowicz, The Spokesperson for Small and Medium Entrepreneurs

Adam Gawęda, Secretary of State at the Ministry of Energy of the Republic of Poland

Adam Mokrysz, CEO of the Mokate Group

Magdalena Zmitrowicz, Vice President of the Management Board of Bank Pekao, supervising the SME Banking Division

Marek Zuber, Economic Analyst

Moderator:

Tomasz Zjawiony, entrepreneur, President of CCI in Katowice, Organizer of European SME Congresses

13:00-14:00

Networking zone at the Business Expo Fair

Take part in the speed networking session and find new clients and partners. Don't forget your business cards!

PARTNER:

Concordia Business Club

13:30-15:00	<p>MedTech - startups and business - in Zabrze Medical Valley</p> <ul style="list-style-type: none"> • Startups are business? • Medtech as a source of innovation in the economy. • Development of startups in the medtech sector, other medical and related areas - opportunities and threats. • Financing startups in medical and related areas. • Medtech era vs. carbon era? <p>EXPERTS</p> <ul style="list-style-type: none"> • dr hab. n. med. Michał Hawranek, Silesian Center for Heart Diseases in Zabrze • dr hab. inż. Marcin Kaczmarek, prof. PŚ., Deputy Dean for Infrastructure and Development, Faculty of Biomedical Engineering of the Silesian University of Technology in Zabrze • Edyta Kocyk, founder & CEO, SIDLY - Grand Prix in the Top Trends competition - Best Start-up 2016 in Zabrze • Barbara Magdziej, Chief Financial Officer, Silesian Medical Technology Park Kardio-Med Silesia • Małgorzata Mańka-Szulik, Mayor of the City of Zabrze • dr Janusz Michałek, President of the Board, Katowice Special Economic Zone • Łukasz Mucha, project manager, Laboratory of Biocybernetics of the Professor Zbigniew Religa Foundation of Cardiac Surgery Development • Krzysztof Urbanowicz, President of the Board, ELZAB S.A. in Zabrze <p>MODERATOR</p> <ul style="list-style-type: none"> • Janusz Dramski, 1st Vice President, Regional Chamber of Commerce in Katowice 	Start-up your business
13:30-15:00	<p>Youth on the labour market</p> <ul style="list-style-type: none"> • Qualifications or competences? • Actions taken by the Foundation for the Development of the Educational System in order to support the youth in entering the labour market. • The market of the employee - how much longer will it continue? • The Good start - twin track training in Polish educational system. • Humanities graduates on the labour market. • Social and technological progress - interdisciplinary approach. • Work 4.0 as a human factor in industry. <p>EXPERTS</p> <ul style="list-style-type: none"> • professor Antonio Arcienaga Morales, National University of Salta, Argentina • dr hab. inż., prof. PŚ Małgorzata Dobrowolska, Director of the International Center for Interdisciplinary Research of the Silesian University of Technology, College of Social and Foreign Philologies, Silesian University of Technology in Gliwice, • prof. dr hab. Ryszard Koziołek, Prorector for Education and Students, University of Silesia in Katowice • dr Marcin Lis, Prorector for Student's Affairs and Cooperation with the Environment at WSB Academy • professor Miguel Angel Salom, National University of Salta, Argentina • dr Paweł Poszytek, General Director at the Foundation for the Development of the Educational System • Representative of the Ministry of Family, Labor and Social Policy <p>MODERATOR</p> <ul style="list-style-type: none"> • Anna Grąbczewska, Chairman of the Board, Children's University Foundation 	Labour market and education
13:30-15:00	<p>A meeting of the Council of ZBP [Association of Polish Banks] for Micro, Small and Medium-Sized Enterprises</p> <p>Established in 2016 by the Polish Bank Association, the Council for Micro, Small and Medium-sized Entrepreneurs consists of both commercial and cooperative banks and a national bank. These banks are willing to optimally service the MSME clients, conduct a constructive dialogue and develop a dedicated offer based on diagnosed needs and expectations.</p> <p>It will be already the second meeting of the Council and the entrepreneurs.</p>	Financing of SMEs

13:30-15:00	<p>Development directions for the labour market in the era of robotization and automation</p> <ul style="list-style-type: none"> • How will the XXI labor market change under the influence of demographic and technological changes (IV industrial revolution). • Will new technologies make people suffer lack of work ? • How accelerating technological changes will affect the social security system: <ul style="list-style-type: none"> * Will the social security system be financed mainly from income from work? * Will there be new insurance risks? • Will the risk of losing control over robots and artificial intelligence inhibit the development of technology? <p>EXPERTS:</p> <ul style="list-style-type: none"> • Beata Bieniek-Wiera, lawyer, partner in the Law Firm Adwokaci i Radcowie Prawni Spółka Komandytowa Izabella Żyglicka i Wspólnicy • Maciej Kaszyca, Director of AKE Robotics Sp. z o.o. • Kazimierz Kuberski, Undersecretary of State in the Ministry of Family, Labor and Social Policy • Jarosław Zajęc, Chairman of the Board, FLYTRONIC S.A., Gliwice <p>MODERATOR</p> <ul style="list-style-type: none"> • Dr Paweł Wojciechowski, Chief Economist of the Social Insurance Institution 	Digital enterprise
13:30-15:00	<p>Is a family business likely to survive for generations?</p> <p>79% of Polish companies do not have their plans for the future. They neither have the awareness of how crucial such plans are. In most cases succession is at best associated with transferring management or assets to successors. It is an elementary mistake, which may lead to a family disaster.</p> <p>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 which mistakes you should avoid.</p> <ul style="list-style-type: none"> • Many prosperous businesses are equally a life's work and a life's sense for its founders. How to run your business so as not to lose all you have been working for so intensively 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? • Why is the act on successional management of a natural person not a target solution even for SMEs? <p>EXPERTS:</p> <ul style="list-style-type: none"> • Marta Napieralska, Director of the Legal Department at the Marianski Group • Tomasz Tarczyński, President of the Board of OPOKA TFI • Krzysztof Wiśniewski, Director of the Tax Department at the Marianski Group <p>MODERATOR</p> <ul style="list-style-type: none"> • Prof. dr hab. Adam Mariański Tax adviser, Associate Professor at the Tax Law Department at the University of Łódź, Managing Partner at Mariański Group Law and Tax Firm, Chairman of the National Council of Tax Advisors 	State and law

13:30-15:00

City. Good atmosphere for business

City and
government

- How to make a city a better place for business?
- Good atmosphere for business. What do entrepreneurs expect from self-governments?
- Business - self-government. Cooperation obstacles.
- The role of an economic self-government in city development.
- The image of the city. How to build a brand to attract capital? Modern tools for promotion of cities and regions.

EXPERTS

- Jadwiga Emilewicz, Minister of Entrepreneurship and Technology
- Marcin Bazylak, Mayor of Dąbrowa Górnicza
- Chen Filipowicz, Mayor of the City Council of Har Adar in the years 2013-2018, representative of RIG in Katowice in Israel
- Anna Gembicka, Undersecretary of State in the Ministry of Investment and Development
- Kazimierz Karolczak, President of the Board of Metropolis GZM
- Cezary Kaźmierczak, President of Union of Entrepreneurs and Employers
- Marcin Krupa, Mayor of Katowice
- Mateusz Rykała, Vicepresident of the Katowice Special Economic Zone
- Paweł Silbert, Mayor of Jaworzno
- Grzegorz Wolff, Deputy Director of the Office of Economic Development in the Office of Warsaw
- Tomasz Zjawiony, President of the Chamber of Commerce and Industry in Katowice

MODERATOR

- Tomasz Raudner, Editor-in-chief of Śląskibiznes.pl

13:30-15:00

Globally and locally on renewable energy sources

Think Eco!

- Renewable energy sources - the future of Polish energetics.
- Green energy - a significant part of the energy mix.
- Trends in renewable energetics i.e. the state of the art technologies, innovative solutions.
- Energy storing as an important factor of energy use optimization.
- Balancing of RES energy by self-government units and enterprises in the light of regulations.
- Investment grants for municipalities.
- Subsidies and tax exemptions in relation to RES home systems.
- Sources of financing for investments in renewable energy sources made by enterprises.
- Profitability of investing in renewable energy sources.

EXPERTS

- Michał Fijałkowski, Department of Management Board and Sejmik Service, Marshal's Office of the Silesian Voivodeship
- Adam Gawęda, Secretary of State, Government Plenipotentiary for the Restructuring of Coal Mining
- prof. dr hab. inż. Janusz Kotowicz, Vice Rector for Collaboration with Civic and Economic Environment Silesian University of Technology
- Artur Michalski, Deputy Chairman at the National Environmental Protection and Water Management Fund in Warsaw,
- Adam Nocoń, Head of the Renewable Energy Sources Commission, Owner of P.W. "BUDMET"
- Dariusz Nocoń, Adam Nocoń
- Janusz Parkitny, Managing Director of Semper Power
- Sylwia Pawlak, Director of Innovation, Lotos Group
- 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,
- Maciej Sytek, Chairman of the Board, Regional Development Agency in Konin.

MODERATOR

- Grzegorz Burek, Editor-in-chief, GLOBENERGIA

13:30-15:00	<p>How to quickly and efficiently implement PPK in a company?</p> <p>Presentation of the subject of employee capital plans ("PPK")</p> <ul style="list-style-type: none"> • Determining in which cases the employer is obliged to implement PPK. • Indication of the obligations of employers related to the preparation for the implementation of PPK. • Presentation of the structure of contributions to PPK and related obligations for employers. • Discussion of practical solutions related to the conclusion of PPK management and running contracts. <p>PPK offer by PKO TFI</p> <ul style="list-style-type: none"> • Presentation of the managing authority (market position, experience in managing funds). • Details of the PPK offer (scope of Defined Date Funds offered, management fees assigned to them, investment policy). • Administration conditions (presentation of the panel for the employer and employee and their functionality, rules for connecting the employer's panel with the client's payroll system). • Customer support in the implementation of PPK (informing employees about PPK and presentation of necessary information materials). • Rules for signing the PPK management contract and the PPK management contract. <p>INVITED EXPERTS:</p> <ul style="list-style-type: none"> • Łukasz Kwiecień, Vice President of the Management Board, PKO TFI S.A. • Wilhelm Mikołajczyk, Managing Director, PKO TFI S.A. 	State and law
13:30-14:30	<p>Variation in chaos economy - fuel for modern sales</p> <ul style="list-style-type: none"> • "Anti-mobility. About things that are shaken. " • Non-linear sales models - i.e. peace in chaos. • Triple Pareto Law - that is 5% of the actions that determine your success. <p>EXPERT</p> <ul style="list-style-type: none"> • Krzysztof Sarnecki President of the board, QUEST Change Managers 	The Academy of Marketing and Sales
13:30-15:00	<p>Brexit seminar: Border Delivery Group Industry Day Second Part</p> <p>Opening speech:</p> <ul style="list-style-type: none"> • Mr James Hughes, Minister-Counsellor for Economic Affairs from BE Warsaw • Jerzy Kwiecieński, Minister of Finance, Investment and Development of the Republic of Poland • Mr. Witold Naturski, Deputy Head of the Representation of the European Commission in Poland. <ul style="list-style-type: none"> • Latest information about the planned UK arrangements for the border. • Individual UK Government department presentations on Roll on, Roll off processes of goods and passengers moving between the EU and the UK in the event of a No Deal. • Individual UK Government department presentations. • * There will be a short round of Q&A following each presentation. <p>EXPERTS</p> <ul style="list-style-type: none"> • Representative, Border Delivery Group • Representative, Her Majesty's Revenue and Customs (HMRC) • Representative, Border Force (BF) • Representative, Food Standards Agency (FSA) • Representative, Department for Environment, Food and Rural Affairs (DEFRA) • Representative, Department for Transport (DfT) • Representative, Department for Business, Energy and Industrial Strategy (BEIS) • Representative, British Embassy Warsaw. 	Global SME Meeting

14:30-15:30	"Impossible" is just an excuse - how to cross your own borders in life and in business? <ul style="list-style-type: none"> • The road is important, not the goal - how to find motivation and determination for pursuit of great goals? • Strength is born in weakness - how to turn weakness and failure into strength? • Become a leader for yourself and others will follow you! <p>EXPERT:</p> <ul style="list-style-type: none"> • Jan Mela, President of the board, Poza Horyzonty 	The Academy of Marketing and Sales
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15:00-16:00	Networking zone at the Business Expo Fair Take part in the speed networking session and find new clients and partners. Don't forget your business cards! PARTNER: Concordia Business Club	
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15:30-17:00	Poland, Czech Republic and Slovakia - the synergy in cooperation between business, science and self-government <ul style="list-style-type: none"> • Conditions for business development in Poland, Czech republic and Slovakia. • Entrepreneurship without borders - new markets, opportunities and challenges. • Chambers of Commerce and Industry as a support for companies at the Polish-Czech-Slovak border. • Science and self-government - business partners in innovation and competitiveness development. • Commercialization of innovations. <p>EXPERTS:</p> <ul style="list-style-type: none"> • Beata Białowas, Member of the Board of the Silesian Voivodeship • doc. Ing. Jiří Cieńciała, CSc., Senator of Czech Republik, President of the Polish-Czech Chamber of Commerce • prof. dr hab. inż. Marek Pawełczyk, Vice Rector of Science and Development, Silesian University of Technology • dr Marta Sláviková, Director, European Grouping of Territorial Cooperation TRITIA • dr inż. Hana Štverková, VSB Technical University of Ostrava • Izabella Wołłejko-Chwastowicz, Consul General in Ostrava <p>MODERATOR:</p> <ul style="list-style-type: none"> • dr Joanna Kurowska-Pysz, Director of Technology Transfer Center, WSB University 	Management and development
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15:30-17:00	<p>University Councils as a chance to strengthen cooperation with entrepreneurs. Meeting of the Polish Academic and Economic Forum</p> <ul style="list-style-type: none"> • Act 2.0 (Constitution for Science) as a way to improve the competitiveness of the economy • The University Council as a body promoting the commercialization of technology • How do universities perceive the socio-economic environment, do they look further than graduates? • When the university is a true business partner in the development of innovation and competitiveness • Technology transfer and commercialization of innovations in national realities <p>INVITED EXPERTS</p> <ul style="list-style-type: none"> • dr n. med. Stanisław Dyląg, Member of the Council of the Medical University of Silesia, Director of the RCKiK in Katowice, • prof. dr hab. inż. Stanisław Gaca, Member of the Council of the Cracow University of Technology, Vice-President of the Construction Committee of the Polish Academy of Sciences in Krakow, • dr inż. Andreas Glenz, Member of Council of Silesian University, President of the Board of Prevac Sp. z o.o. • Andrzej Graboś, Member of Council of University of Bielsko-Biała President of Polmotors Sp. z o.o., Member of the Board of the Polish Higher Education-Business Forum • prof. dr hab. n. med. Zbigniew Gąsior, Member of the Council of the Medical University of Silesia, Member of the Board of the Polish Cardiac Society • prof. dr hab. Marian Paluch, Member of the Council of the Silesian University, Director of the Silesian Interuniversity Center for Education and Interdisciplinary Research • Krzysztof Pietraszkiewicz, Chairman of the Warsaw University of Technology Council, President of the Polish Higher Education-Business Forum, President of the Polish Bank Association • prof. Grażyna Stochel, Member of the Jagiellonian University Council, corresponding member of the Polish Academy of Sciences, • Stefan Życzkowski, Member of the Council of the Cracow University of Technology, President of the Board of ASTOR Sp. z o.o. <p>MODERATOR</p> <ul style="list-style-type: none"> • Prof. dr hab. inż. Arkadiusz Mężyk, Vice President of Polish Higher Education-Business Forum, Rector of the Silesian University of Technology 	Associated events
15:30-17:00	<p>Economic and social consequences of employing foreigners. Forecasts for the future</p> <ul style="list-style-type: none"> • Rules for employing foreigners in Poland in 2019 - what the employer should know. • Increasing demand for foreign employees - directions, positions, opportunities and difficulties. • Current migration trends in Europe and in the world, their causes and consequences. • Experience of employers employing foreigners, both from within the EU and from outside. • What should the model of Polish migration policy be like? • The economic, cultural, religious and political impact of migration on society. • Immigrants as a chance or a threat to the SME sector? <p>EXPERTS:</p> <ul style="list-style-type: none"> • Irena Lebedzińska, Director of the Poviát Labor Office in Opole, • Dariusz Nadkaniec, Superintendent of the District Labor Inspectorate in Katowice, • Adam Spyra, Director of the Department of Citizens' Affairs and Foreigners of the Małopolska Voivodship Office, • kpt. SG Przemysław Starczewski, Deputy Commander of the Border Guard Post in Katowice - Pyrzowice, • prof. dr hab. Jolanta Tambor, Professor at the Institute of Polish Language at the University of Silesia, director of the School of Polish Language and Culture, plenipotentiary of the Rector of the University of Silesia for Foreign Students. • Krzysztof Zębała, Head of the Department of Personal Movement. Department of Consular Affairs of the Ministry of Foreign Affairs in Katowice 	Labour market and education

15:30-17:00	<p>Meeting of Polish Pellet Council Association</p> <p>POLISH PELLET COUNCIL is an association of the Polish wood pellet industry. The members of the POLISH PELLET COUNCIL are companies that deal with the production, trade and distribution of wood pellets, manufacturers of pellet heating devices, manufacturers of fireplace stoves, installers, producers of pelletizing technology, but also other business entities, institutions and organizations active in the pellet industry and engaged in the development of this industry sector.</p> <p>The POLISH PELLET COUNCIL is the NATIONAL CONTACT POINT for the pellet industry in Poland as well as abroad. We focus on activities that contribute to "improving air quality" by promoting pellets as ecological fuel, as well as conducting research and development, and educational activities. We actively support producers, trade and service companies applying for certification in the ENplus® system and others. Our task is to support and represent the interests of the entire wood pellet industry before public authorities at the government, local and EU level, including market control and supervision institutions. The association will participate in the creation of legal acts aimed at promoting wood pellets as a low-emission fuel to fight smog. Informing the public and the media about the advantages of wood pellets is one of the most important tasks of the association. Constant communication between producers of wood pellets and heating devices is necessary so that the fuel meets the quality requirements and meets the needs of consumers.</p> <p>The POLISH PELLET COUNCIL is open to new members and acts as a national contact point for end users reporting questions or problems.</p>	Associated events
15:30-17:00	<p>Return of business proceedings - an opportunity and a threat</p> <ul style="list-style-type: none"> • Changes in legal regulations - what will change in economic matters? • Discussing the most important changes and determining their purpose and suggested interpretation, • Economic procedures - possible effects (positive and negative) of introduced changes, • Not all changes good for entrepreneurs? Fears and doubts, • Are criminal procedures and criminal law repressive for entrepreneurs? • Conclusions and suggestions. <p>EXPERTS:</p> <ul style="list-style-type: none"> • prof. dr hab. Maciej Gutowski, Lawyer, professor at the University of Adam Mickiewicz in Poznań, dean of the District Bar Council of Poznań, editor-in-chief of "Palestra" • Arkadiusz Hołda, Entrepreneur, owner of companies such as Telewizja TVS or Holdimex, founder of the Katowice School of Technology • prof. dr hab. Piotr Kardas, Lawyer, head of the Department of Comparative Criminal Law at the Faculty of Law and Administration of the Jagiellonian University, since 2005 an arbitrator at the Arbitration Court at the National Chamber of Commerce in Warsaw • prof. dr hab. Adam Mariański, Chairman of the National Council of Tax Advisors 	State and law

19:00-21:00	SELF-GOVERNMENT SUPPORTS SMEs W dniu inauguracji 9 edycji Europejskiego Kongresu MŚP odbędzie się uroczyste spotkanie zaproszonych gości. Spotkanie ma charakter bankietu. Wstęp na podstawie okazanego zaproszenia. Zaproszenia można nabyć w siedzibie organizatora - Regionalnej Izby Gospodarczej w Katowicach Więcej informacji: samorząd@rig.katowice.pl Po raz dziewiąty Międzynarodowe Centrum Kongresowe w Katowicach stanie się ważnym miejscem na samorządowej mapie Polski. Podczas 9. Europejskiego Kongresu Małych i Średnich Przedsiębiorstw odbędzie się finał programu Samorząd Wspiera MŚP , którego organizatorem jest Regionalna Izba Gospodarcza w Katowicach . Program Samorząd Wspiera MŚP od samego początku jest częścią Europejskiego Kongresu MŚP . Skierowany jest do jednostek samorządu terytorialnego szczebla wojewódzkiego, powiatowego i lokalnego. Ma na celu wyłonienie oraz promocję tych samorządów, które stwarzają dogodne warunki do prowadzenia działalności gospodarczej przedsiębiorcom sektora MŚP.	Associated events
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THURSDAY 17 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. Co-organizer of Business Expo Fair: PTG S.A.	Associated events
09:30-11:00	Vocational education vs. generation change on the labour market <ul style="list-style-type: none"> • Polish educational model. • When to start your vocational education? • The challenge in the labour market - generation change - how to get ready for it? • The role of self-governments in shaping of the model of vocational education adjusted to the needs of the development of the economy and the local labour markets. • Twin track training - solutions from abroad. EXPERTS <ul style="list-style-type: none"> • Bożena Borys-Szopa, Minister of Family, Labor and Social Policy • Dariusz Piontkowski, Minister of National Education • prof. dr. Bernd- Joachim Ertelt, University of the Federal Employment Agency, Germany Piotr Grzybowski , Head of the Department of European Funds and Development, Częstochowa City Hall <ul style="list-style-type: none"> • Patrick Meinhardt, General Secretary BVMW Foundation • Grzegorz Sikorski, Director, Voivodeship Labor Office in Katowice • Jarosław Wesółowski, Director of the European Social Fund Department, Marshal's Office of the Śląskie Voivodeship MODERATOR <ul style="list-style-type: none"> • Anna Czarlińska-Wężyk, Head of the Vocational and Intercultural Education Studio, "WOM" Regional Teacher Training Center in Katowice 	Labour market and education

09:30-11:00	<p>An investment in employee's development - an investment in business?</p> <ul style="list-style-type: none"> • Methods and examples of effective investing in employees' development. • Training, workshops from the perspective of the employer and the employee - is it worth it? • Pro-development actions which bring mutual benefit for the employer and the employee - best practices. • Interesting non-pay benefits in the context of investment and employee's development. <p>EXPERTS</p> <ul style="list-style-type: none"> • Barbara Franzblau-Koch, Personnel Manager, Grupa Budimex / Mostostal Kraków SA • Roy Roznek, Member of the Presidium of The Federation of Israeli Chambers of Commerce • Daniel Sawicz, Marketing & HR Manager, PROGRESS ECO Sp. z o. o. Sp. k. • Michał Waszczuk, Manager in the Human Resources Development Department in Enterprises Polish Agency for Enterprise Development • Adam Włodarczyk, Continuous Improvement Director Brainstorm Group Sp. z o. o. <p>MODERATOR</p> <ul style="list-style-type: none"> • Ireneusz Wolski, Trainer / Consultant of the Brainstorm Group 	Human Resources in an enterprise
09:30-11:00	<p>Changes in Polish financial market in the light of world-wide trends</p> <ul style="list-style-type: none"> • What creates investment needs of Polish economy and Polish companies? And what is it like in other European countries? • What is the role of external financing in creating investments? • What can the financial sector do to speed up investment - or maybe is it the role of state policy? <p>EXPERTS</p> <ul style="list-style-type: none"> • Andrzej Furstenberg, Director of the Transactional Banking Department in the Corporate Banking, Markets and Investment Banking Division • Paweł Kolczyński, Vice President of the Industrial Development Agency JSC • Andrzej Krzemiński, Chairman of the Executive Committee, Polish Leasing Association • Prof. dr hab. Adam Mariański, Tax adviser, Associate Professor at the Tax Law Department at the University of Łódź, Managing Partner at Mariański Group Law and Tax Firm, Chairman of the National Council of Tax Advisors • Krzysztof Pietraszkiewicz, President of the Polish Bank Association, President of the Polish Higher Education-Business Forum • Tomasz Sękalski, Country Director, Lidya <p>MODERATOR:</p> <ul style="list-style-type: none"> • Adam Wolski, Smart Connect sp. z o.o. 	Financing of SMEs

09:30-11:00	<p>Management 3.0 - in the pursuit of being a perfect leader - a workshop and a discussion with practitioners</p> <ul style="list-style-type: none"> • Creation of a coherent picture and determining of engaging targets. • Building of an organization based on sharing of knowledge and cooperation. • Methods of getting to know your co-workers and using their self-motivation. • Designing a happy working environment enabling to keep and attract talents. • Boosting the effectiveness of action by authorizing of teams and their enabling their self-organization. • Business ethics as a tool for shaping of a “sustainable enterprise”. <p>EXPERTS</p> <ul style="list-style-type: none"> • Jadwiga Dyktus, President of the Board TF Silesia • Magdalena Kieferling, expert, lecturer at the ICAN Institute, management, communication and HR strategist • Prof. dr hab. inż. Aleksandra Kuzior, Faculty of Organization and Management, Silesian University of Technology • Paweł Nowak, Director at Bank Pekao SA • Sabina Ratajczak, Vice Rector for Development, WSB University • Bartosz Rusek, Coach, Member of the Board Brainstorm Group Sp. z o.o. • Dariusz Wylon, President of the Board Selleo, WSB University <p>MODERATOR</p> <ul style="list-style-type: none"> • Dr Marcin Lis, Vice Rector for Student Affairs and Collaboration with Stakeholder, WSB University 	Management and development
09:30-11:00	<p>Criminal law in business</p> <p>The subject of the panel will be to indicate to entrepreneurs the risks associated with dishonest / criminal activities of other persons and entities, as well as preventive preventive measures to protect them from becoming a victim of such a crime. Economic crimes are one of the risks of doing business, and are also the hidden costs of doing business.</p> <p>The scale of this phenomenon is increasing. The police conduct more and more cases in the field of economic crime. The specificity of conducting criminal proceedings is different than that of common crimes.</p> <p>The panelists will be people who have both knowledge in the field of economic crime and experience. Examples of fraud used in business and prevention methods will be shown.</p> <p>Invited experts:</p> <ul style="list-style-type: none"> • Beata Bieniek-Wiera, Partner at the Law Firm Izabella Żyglicka i Wspólnicy • Jacek Cieplak, Deputy Ombudsman for Small and Medium-sized Entrepreneurs • dr Bogdan Lach, investigative psychologist, criminal profiler • Sławomir Suchoń, entrepreneur, cyber security specialist • Łukasz Zarzycki, statutory auditor, court expert in the field of economic crimes • insp. Mariusz Krzystyniak, ZDeputy Provincial Commander of the Police in Katowice <p>Moderator:</p> <ul style="list-style-type: none"> • Izabella Żyglicka, Attorney-at-law, Managing Partner at the Law Firm Izabella Żyglicka i Wspólnicy, Vice President of the Regional Chamber of Commerce in Katowice. 	State and law

09:30-11:00	<p>Passion + Business = Success</p> <ul style="list-style-type: none"> • How to transform passion in to business, that is how to manage our hobbies to achieve income. • Funding's for SME sector – for creative practices and business of tomorrow. • What to think about when our dreams become source of income – that is how to manage our dream company. • Case study and word of advice from those who have succeeded. • Creativity, persistence, consistency – what more you should think of while running a business ? • Employee passion key to succeed in business? <p>INVITED EXPERTS (in alphabetical order):</p> <ul style="list-style-type: none"> • Beata Drzazga – Chairman, BetaMed S.A. • Edyta Filipiak – Founder, OliwkaBlog • dr. Remigiusz Kopoczek – President ARP Games/Assistant Professor in the Department of Global Studies, University of Silesia • Włodzimierz Kuc - Director of the R&D Investment Department of the National Center for Research and Development • Mateusz Ledwig – Founder, Roobens • dr Ofka Piechniczek - Co-founder and President of the Management Board of Śląskie Kamienice S.A. <p>MODERATOR:</p> <ul style="list-style-type: none"> • Sebastian Matyniak, Brainstorm Group, Chairman 	Passion and business
09:30-11:30	<p>Energetic self-sufficiency of municipalities and communes</p> <ul style="list-style-type: none"> • Polish municipalities and communes on their way towards energetic self-sufficiency. Best practice. • How to achieve energetic self-sufficiency? Which solutions are the most effective ones? • District heat engineering. • Public utility buildings with energetic self-sufficiency. • Possibility of financing of projects supporting energetic self-sufficiency. • Using municipal waste as a source of heat. <p>EXPERTS</p> <ul style="list-style-type: none"> • Michał Fijałkowski, Department of Management Board and Sejmik Service, Marshal's Office of the Silesian Voivodeship • Zbigniew Gieleciak, President of Regional Centre for Water and Sewage Management SA in Tychy • Albert Gryszczuk, President of Association for the Development of Energy Innovation in Zgorzelec • Tomasz Pietrusiak, Deputy Director of the Department of Environment, The Marshal's Office of the Małopolska Region • Jacek Piłatkowski, Head of the Distributed Energy Department in the Department of Renewable and Distributed Energy, Ministry of Energy • Prof. dr hab. inż. Jan Popczyk, Faculty of Electrical Engineering, Institute of Electrical Power Engineering and System Control, Silesian University of Technology • Andrzej Porawski, Executive Director of the Association of Polish Cities • Arnold Rabiega, President of the Board National Institute of Distributed Energy • Jacek Szymczak, President of the Chamber of Commerce and Industry Polish Heat Engineering • Beata Wiszniewska, General Director of the Polish Economic Chamber of Renewable and Distributed Energy • Piotr Woźny, President of the National Fund for Environmental Protection and Water Management <p>MODERATOR</p> <ul style="list-style-type: none"> • Maria Trepińska, economic journalist 	City and government

09:30-12:30	<p>Modern marketing - contents and emotions</p> <ul style="list-style-type: none"> • Marketing and emotions - why is combining these two areas a good idea- Wiktor Balcer, Partner at Cityboard Media, lecturer at SWPS University in Warsaw. • From prologue to the last act - how to create modern advertising campaigns - Marcin Wojda, Sales Director at Citiboard Media, lecturer at SWPS University in Warsaw. • Passion, competition, professionalism - sports marketing in practice - Czesław Lang, one of the greatest Polish sportsmen, organizer of Tour de Pologne - the most considerable cycling race in Poland, included in UCI Pro Tour. 	The Academy of Marketing and Sales
09:30-11:00	<p>Energy efficiency in enterprises – RES (renewable energy sources) – a momentary trend or change in awareness</p> <ul style="list-style-type: none"> • Change of the energy price as a cause of photovoltaics development. • Cost-effectiveness of RES (renewable energy sources) investment without grants – is that possible? • Optimisation of technological processes with the use of RES • WFOŚiGW (Provincial Environmental Protection and Water Management Fund in Katowice)/ NFOŚiGW (National Environmental Protection and Water Management Fund)/BGK financial resources as the engine of RES development • A energy-efficient building for commercial purpose- is it going to pay off? <p>EXPERTS:</p> <ul style="list-style-type: none"> • Tomasz Bednarek, President of the Board at the Provincial Environmental Protection and Water Management Fund in Katowice, • Piotr Woźny, President of the Board at the National Environmental Protection and Water Management Fund in Warsaw • Marcin Wilk, Vice-President of the Board, Fund Górnośląski SA • Jarosław Broda, Vice-President of the Management Board for Asset Management and Development, TAURON Polska Energia S.A. • Mirosław Czarnik President of the Board, GPP Business Park S.A. • Tomasz Szczerba, Mayor of Wojkowice City • Representative of Bank Gospodarstwa Krajowego 	Think Eco!
09:30-11:00	<p>How to use networking online and offline to increase the number of clients and build relationship in business or what to do to change pile of business cards into a pile of banknotes</p> <p>During this workshop you will:</p> <ul style="list-style-type: none"> • discover three most effective techniques of building business relationship during congress and events; • find how to use networking in practice; • get the knowledge about the newest technologies in online networking; • find how to cooperate and not compete; • use the opportunity to practice immediately during after-workshop networking session! <p>EXPERT:</p> <ul style="list-style-type: none"> • Dorota Mastalska, Concordia Business Club, CEO <p>PARTNER:</p> <p>Concordia Business Club</p>	The Academy of Marketing and Sales

09:30-11:00	<p>Increasing competitiveness of polish SME on local and international markets during digitalization</p> <ul style="list-style-type: none"> • Is it still possible to grow "organically" on the Polish and international markets, that is, by simply having a good product or a distinctive service? What kind of traps and dilemmas await such companies? • Profitability, scalability, uniqueness of the business model - what should Polish small and medium enterprises strive for nowadays in order to ensure their continued existence and stable development on the market? • Can Polish SME's afford to acquire professional competences with time and learn gradually? If not, what ways do Polish SME's have to complement them as soon as possible? • Which assets we should have from the start? Which we could outsource? • How to properly choose suppliers and experts to professionalize our business? What should we take under consideration while making this decision? • New technologies – How to use them to increase competitiveness of your company? <p>INVITED EXPERTS (in alphabetical order):</p> <ul style="list-style-type: none"> • Jarosław Antychowicz, CEO Infinity Group, • Piotr Ciski, President of Sage Polska, • Łukasz Dojka, CEO of Xtreme Fitness Gyms, the fastest growing franchise fitness network in Poland, • Arkadiusz Drzał, Director of the Business Development Department, SME Division of Bank Pekao SA, • Jakub Orlicz, PZU Expert, • Dawid Prokopowicz, Google Polska Expert. <p>MODERATOR:</p> <ul style="list-style-type: none"> • Agnieszka Węglarz – Business strategist and practitioner, an expert specializing in agile business transformation methodologies in the SME B2B and B2C industry 	Digital enterprise
10:00-11:00	<p>A world of professional negotiations. 'Don't argue!' -- Foundation for successful negotiations</p> <ul style="list-style-type: none"> • Planning and conducting professional negotiations: do not argue, do not defend yourself, do not attack. • The power of non-antagonizing communication. Negotiating is neither persuading nor proving your point. • How does it really work? Examples that will change your way of thinking. <p>EXPERT:</p> <ul style="list-style-type: none"> • Krzysztof Sarnecki, President of the board QUEST Change Managers 	The Academy of Marketing and Sales
11:00-12:00	<p>Networking zone at the Business Expo Fair</p> <p>Take part in the speed networking session and find new clients and partners. Don't forget your business cards!</p> <p>PARTNER:</p> <p>Concordia Business Club</p>	

11:30-13:00	<p>How to effectively monitor the educational policy</p> <ul style="list-style-type: none"> • The orientations of education policy in Poland. • The Regional Policy of Education Development of the Voivodeship of Silesia - a diagnosis of educational system of the Voivodeship of Silesia in terms of vocational education and lifelong learning and the directions for actions. • "Śląskie 2020+" the Development Strategy for the Voivodeship of Silesia. <p>EXPERTS</p> <ul style="list-style-type: none"> • dr Jarosław Gowin, Minister of Science and Higher Education • Dariusz Piontkowski, Minister of National Education <p>dr, prof. AWSB Zdzisława Dacko-Pikiewicz, Rector of the WSB Academy</p> <ul style="list-style-type: none"> • dr Ryszard Marszowski, Chief Research and Technical Specialist, Central Mining Institute • dr hab. Beata Oelszlaeger-Kosturek, Deputy Plenipotentiary for the organization of education in the fields of study: Pedagogy, Pedagogy of the disabled with art therapy, Special Pedagogy, Pre-school and early school education at the Faculty of Arts and Educational Sciences, University of Silesia in Katowice • dr Mariusz Raczek, Regional Center for Analysis and Strategic Planning, Regional Development Department, Marshal's Office of the Śląskie Voivodeship, WSB Academy • Katarzyna Trawińska-Konador, Secretary of the Scientific Council, IBE <p>MODERATOR</p> <ul style="list-style-type: none"> • dr hab., prof. AWSB Eugenia Rostańska, Chairwoman of the Committee on Vocational Training in the Regional Chamber of Commerce in Katowice, profesorr of the WSB Academy, Departament of Pedagogy 	Labour market and education
11:30-13:00	<p>Innovations not only for the largest ones - how to implement and acquire funding?</p> <ul style="list-style-type: none"> • Where to seek for money for innovations? • Best practices of those who did not make it. • The activity of InnoLab - you can achieve more with us. • Internationalization as a key to success. • Trans-border dialogue between science and business. • Innovations not only for the largest ones - how to implement and acquire funding. • Start-ups - a representative of a division of R+D financing or an expert investment committees at Bridge Alfa funds. • Innovation management by the case of Azoty S.A. Group. • Supporting of innovations with the use of programs and solutions of Agencja Rozwoju Przemysłu S.A. [Agency of Business Development Joint Stock Company]. <p>EXPERTS:</p> <ul style="list-style-type: none"> • Dr Grzegorz Kądziaławski , Vice President of Grupa Azoty SA, WSB University • Paweł Kolczyński, Vice President of the Industrial Development Agency JSC • dr inż. Zygmunt Krasieński, Director at National Contact Point for Research Programmes of the European Union • Włodzimierz Kuc, Director at the National Centre of Research and Development • Beata Styś, Director of Business Development, Assiduus Consulting Sp. z o.o. • Patrycja Zeszutek, Deputy Director at Ministry of Investment and Economic Development <p>MODERATOR:</p> <ul style="list-style-type: none"> • Dr Marcin Lis, Vice Rector for Student Affairs and Collaboration with Stakeholder, WSB University 	Financing of SMEs

11:30-13:00	<p>Norway grants for companies - workshops</p> <p>Nearly 100 million euro under the Norwegian Financial Mechanisms will be available to SMEs starting autumn. Support between 200 thousand and 2 million euros will be available for:</p> <ul style="list-style-type: none"> -innovations in the field of green technologies, -market introduction of products to improve the quality of life -investments in activities related to sea and inland waters. <p>Women who run their businesses can count on separate co-financing. The agent of the funds will be the Polish Agency for Enterprise Development.</p> <p>EXPERT:</p> <ul style="list-style-type: none"> • Krzysztof Polkowski, expert, Polish Agency for Enterprise Development. 	Financing of SMEs
11:30-13:00	<p>Digital transformation of an enterprise. How to start the revolution?</p> <ul style="list-style-type: none"> • How digital transformation allows companies to employ the best people in the world. • What areas of business activity are covered by digital and technological transformation? • Digital twin as the key to improve of the efficiency of production, storage and logistics processes. • 21st century factory - intelligent production processes • Industry 4.0 - the fourth industrial revolution • Internet rzeczy w branży Retail i HoReCa • Business transformation is changing banking. What are the requirements of modern companies? <p>EXPERTS</p> <ul style="list-style-type: none"> • Łukasz Bojar, Chairman of the Senetic SA • dr inż. Jarosław Bułka, Plenipotentiary of the Mayor of Krakow for Digital Transformation • Adrian Furman, Chairman of the AF Group sp. z o.o, • Michał Karczewski, Director of the Business Customer Sales Management Office in the Retail Banking Distribution Department, Bank Pekao S.A. • Maciej Kaszyca, Executive Director AKE Robotics, • prof. dr hab. inż. Arkadiusz Mężyk, Rector of the Silesian University of Technology, Vice President of Polish Higher Education-Business Forum • dr inż. Mariusz Mol, Lecturer at the WSB University in Chorzów, IT Manager, Head of the IT Didactic Department, Entrepreneur from the IOT industry • Tomasz Zdzikot, Secretary of State at the Ministry of National Defense <p>MODERATOR</p> <ul style="list-style-type: none"> • dr inż. Karol Jędrasiak, Deputy Director of the Technology Transfer Center, WSB University in Dąbrowa Górnicza. 	Digital enterprise

11:30-13:00	<p>Current fiscal policy of the state and expectations of the entrepreneurs. A panel with the participation of the Ombudsman for Small and Medium-Sized Entrepreneurs</p> <ul style="list-style-type: none"> • Fiscal policy of the state in the context of accomplished social programmes. • Actions taken by the government for the benefit of the entrepreneurs - an evaluation of effectiveness. • Fears and worries of entrepreneurs - are they justified? • Proposals for changes in the tax and fiscal system. <p>EXPERTS:</p> <ul style="list-style-type: none"> • Adam Abramowicz, Ombudsman for Small and Medium-Sized Entrepreneurs, • dr hab. Leszek Bielecki, Director of the Tax Administration Chamber in Katowice, • Kamil Goral, expert of the Economic Council of the Free Word Zone, • dr Małgorzata Krasnodębska-Tomkiel, attorney-at-law, partner at Law Firm Hansberry Tomkiel, President of the Office of Competition and Consumer Protection in the years 2008-2014, • dr Elżbieta Lis, Tax advisor and attorney-at-law, partner at Andersen Tax & Legal, <p>MODERATOR:</p> <ul style="list-style-type: none"> • prof. dr hab. Adam Mariański, Tax adviser, Associate Professor at the Tax Law Department at the University of Łódź, Managing Partner at Mariański Group Law and Tax Firm, Chairman of the National Council of Tax Advisors 	State and law
11:30-13:00	<p>Flexible forms of employment in the context of the Labour Code</p> <ul style="list-style-type: none"> • Is the flexible labour market a necessity resulting from the dynamic and the innovative environment? • Benefits and limitations resulting from the use of flexible forms of employment. • Characteristics of selected flexible forms of employment, their advantages and disadvantages: <ul style="list-style-type: none"> * fixed-term contracts (for a fixed period of time, as a substitute), * telework, * on-call job, * civil-law contracts, * labour leasing, * job sharing, * job rotation, * outsourcing, * self-employment, • Flexibility of operation as a competitive advantage. <p>EXPERTS:</p> <ul style="list-style-type: none"> • Łukasz Chruściel, Attorney-at-law, partner, manages the Raczkowski Paruch office in Katowice • Kinga Polewka, trainee attorney-at-law at the Law Firm Raczkowski Paruch • Sandra Szybak-Bizacka, Attorney-at-law, lawyer at the Raczkowski Paruch office in Katowice 	State and law

11:30-13:00

Support in internationalization of activities of Polish companies

Global SME
Meeting

- F Institutional support for companies planning foreign expansion
- Help for Polish business in Canada - ZBH Toronto
- Economic activity in Israel - Federation of Israeli Chambers of Commerce
- Expansion to Great Britain - British Embassy in Poland.
- Circular economy, numerous challenges but also opportunities for development.
- Poland as a key economic partner for Hungary

EXPERTS

- Krzysztof Drynda, Vice-president of the Wałbrzych Special Economic Zone "INVEST-PARK"
- Agnieszka Durliej, Director of the Financial Markets Sales Office at the Business Development Department - responsible in the SME division for export-related matters
- Zack Labieniec, Manager of ZBH Toronto
- Bartosz Kozirski, Director, Foreign Direct Investment British Embassy Warsaw.
- Roy Roznek, Member of the Presidium of the Federation of Israeli Chambers of Commerce
- Aleksander Siemaszko, Head of the Department of European Countries, Ministry of Entrepreneurship and Technology, Department of Trade and International Cooperation.
- Anna Wisniewski, Director of the Krakow Office, Hungarian Head of CED (Central European Economic Development Network Nonprofit Ltd) Expert Support Agency

MODERATOR

- Wojciech Dzięciel, Manager, International Cooperation Team Industrial Development Agency

11:30-13:00

Circular Economy

Think Eco!

- From linear to cyclic economy. What stage are we at.
- The EU and national legal regulations.
- Common intersectoral strategy in circular economy.
- The role of selective collection of waste in circular economy.
- Circular economy, numerous challenges but also opportunities for development.
- A forecast for future years.

EXPERTS

- Jan Bondaruk, Deputy Director for Environmental Engineering in Central Mining Institute
- Stephan Hinterberger, Müller Abfallprojekte GmbH
- Szymon Ogłaza, Marshall's Office of the Opolskie Voivodeship
- Grzegorz Podlewski, Vice-president of the Metropolis GZM,
- Tomasz Wojciechowski, President of the Board at GWDA sp. z o. o, Coordinator of the Closed Circulation Institute of Economy.

MODERATOR:

dr inż. Michał Kozioł – Wydział Inżynierii Środowiska i Energetyki, Katedra Technologii i Urządzeń Zagospodarowania Odpadów Politechniki Śląskiej

11:30-13:00	<p>Low emission - high-level problem</p> <ul style="list-style-type: none"> • Low emission i.e. A direct threat to health and long-lasting pollution. • Orders, prohibitions and inspections. Are the effects visible? • Low emission vs. renewable energy sources. • Efficiency of using of modern technologies in combating low emission. • Subsidies, co-financing, exemptions. Who uses it and who can use it? • The state of the art technologies, innovative solutions. <p>EXPERTS</p> <ul style="list-style-type: none"> • Tomasz Bednarek, President of the Board at the Provincial Environmental Protection and Water Management Fund in Katowice, • Andrzej Guła, President of Krakowski Alarm Smogowy • dr hab. Iwona Jelonek, President of the Management Board Polish Pellet Council, University of Silesia in Katowice Faculty of Earth Sciences, • Janusz Parkitny, Managing direktor of Semper Power • Ryszard Pazdan, President of the Management Board Atmoterm SA, Member of Polskie Forum Akademicko-Gospodarcze • Elżbieta Anna Polak, Marshal of the Lubusz Voivodeship • Mariusz Skiba, Vice-President of Katowice <p>MODERATOR</p> <ul style="list-style-type: none"> • Wacław Wrańa, Member of the board, Editor-in-chief tuPolska Media Group 	Think Eco!
11:30-13:00	<p>A meeting of two different worlds, i.e. cooperation between business and social entrepreneurs</p> <ul style="list-style-type: none"> • Cooperation with social enterprise - create your subcontractor. • Success - social enterprises as subcontractors. • Digital social enterprises. • Social eco-enterprises. <p>EXPERTS</p> <ul style="list-style-type: none"> • Bartek Bala, President of the Board Inkubator filmowy, Co-creator of the brand Hole Films • Paweł Błach, President of the Board ENL Solutions Sp. z o.o., • Kamil Bobek, Deputy Director Department of Social Economy and Solidar, Ministry of Labour and Social Policy • dr Paweł Kojs, Director of the Silesian Botanical Garden in Mikołów • Majka Lipiak, President of the „Leżę i Pracuję” Foundation • Prof. dr hab. Zbigniew Nawrat, Director of the Institute Heart Protheses, Professor Zbigniew Religa Foundation of Cardic Surgery Development <p>MODERATOR</p> <ul style="list-style-type: none"> • Tadeusz Durczok, President of Association for Regional Cooperation 	Management and development
13:00-14:00	<p>Networking zone at the Business Expo Fair</p> <p>Take part in the speed networking session and find new clients and partners. Don't forget your business cards!</p> <p>PARTNER:</p> <p>Concordia Business Club</p>	

13:30-15:30	<p>District Labour Offices as coordinators of actions on the local labour market</p> <ul style="list-style-type: none"> • Obstacles and problems of local labour markets - standpoint. • Creating solutions for the development of the labour market. • Demography vs. labour market - global and local overview. • Best practices - the experience of Silesian District Labour Offices. <p>EXPERTS</p> <ul style="list-style-type: none"> • Bożena Borys-Szopa, Minister of Family, Labor and Social Policy • Stanisław Szwed, Secretary of State at the Ministry of Family, Labour and Social Policy • Beata Białowąs, Member of the Board of the Silesian Voivodeship • Tadeusz Donocik, Honorary President of the Regional Chamber of Commerce in Katowice • Volker Krüger, General Direktor, KomBA – ABI, Landkreis Anhalt Bitterfeld, Germany • dr Ryszard Marszowski, Chief Research and Technical Specialist, Central Mining Institute • Zuzanna Mrozowska, Deputy Director of the Training Center, Poczta Polska S.A. • 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 • Iwona Przepióra, Head of the Evaluation Recruitment and Development Department - Region of the Human Capital Division in Katowice, Poczta Polska S.A. <p>MODERATOR</p> <ul style="list-style-type: none"> • prof. UE dr hab. inż. Anna Skórska, Department of Labour Market Forecasting and Analysis, University of Economics in Katowice 	Labour market and education
13:30-15:00	<p>Acquiring funds for business development</p> <ul style="list-style-type: none"> • A loan is not for everyone? • Leasing - from financial innovations to financing of innovations. • It can be done otherwise, i.e. a few words on crowdfunding. • Polish Investment Zone. <p>EXPERTS</p> <ul style="list-style-type: none"> • Piotr Górski, Director of the Sales Management Department in the SME Banking Division, Bank Pekao SA • Arkadiusz Lewicki, Director of National Contact Point for Financial Instruments of the European Union Programs • Michał Pawlik, CEO SMEO, Co-creator Idea Money • Agnieszka Skręt-Bednarz, Manager, Grants and Incentives Advisory Services, EY Doradztwo Podatkowe Krupa Sp.K. • Paweł Stanisławek, Sales Director, Pekao Leasing Sp. z o.o. • Krystian Stępień, President of the Board, Fundusz Górnośląski SA • Andrzej Sugajski, General Direktor Polish Leasing Association • Konrad Trzonkowski, Managing Director, Industrial Development Agency JSC <p>MODERATOR</p> <ul style="list-style-type: none"> • Piotr Rybicki, Vice President of Chamber and Commerce and Industry in Katowice 	Financing of SMEs
13:30-15:40	<p>Applying the rules of entrepreneurs Law by the authorities of the National Revenue Administration Meeting of the Entrepreneurs' Council of the SME Ombudsman</p> <p>The Council of Entrepreneurs of the Ombudsman for Small and Medium-sized Entrepreneurs is the consultative and the advisory body for the Ombudsman. It ensures a permanent and direct contact of the Ombudsman and the entrepreneurial environment.</p> <p>The council is engaged in:</p> <ul style="list-style-type: none"> • supporting the Ombudsman in actions for the protection of rights of Polish entrepreneurs. • monitoring the situation of entrepreneurs of the SME sector. • diagnosing the problems and addressing them in cases requiring the Ombudsman intervention. • reviewing and developing the drafts of acts which directly influence the SME sector. 	State and law

13:30-15:00	Company law - methods for minimizing of risk of running a business <ul style="list-style-type: none"> • Factors affecting the risk of running a business. • The most secure organizational forms of running a business. • The most effective methods of securing the execution of contracts and payments. • Protection of the company's intellectual capital and counteracting the sudden job-quitting of specialists. • Minimizing the risk related to mistakes made by employees. • Responsibility of advisers for the results of their advice. <p>EXPERTS:</p> <ul style="list-style-type: none"> • Monika Malota, Attorney-at-law, limited partner at the law firm Vinci & Vinci • Marek Zychla, Attorney-at-law, general partner at the law firm Vinci & Vinci, President of the Board of the Silesian Association of Employers Lewiatan, member of the Social Dialogue Council and member of the Provincial Labor Market Council 	State and law
13:30-15:00	Cities go for sports <ul style="list-style-type: none"> • How to effectively use sports for city promotion? Why sports? Is it profitable? • Sport events as a successful tool for creating of positive image of the city. What is the influence of sport events over the development of the city? How to use the potential of such events? • A stadium, a swimming pool, a sports hall... not only for the residents. Why is it worth to invest in sports infrastructure? • Promotion through sports showcased by Polish cities. <p>EXPERTS</p> <ul style="list-style-type: none"> • Witold Bańka, Minister of Sport and Tourism • Michał Fita, I Deputy Mayor of Racibórz • Zygmunt Frankiewicz, Mayor of Gliwice • Krzysztof Kowal, General Director of Zarząd Infrastruktury Sportowej in Cracow • Marcin Krupa, Mayor of Katowice • Małgorzata Mańka – Szulik, Mayor of Zabrze • Czesław Lang, Olympic vice-champion, Organizer of Tour de Pologne • Marek Łucyk, Vicepresident of Gdynia <p>MODERATOR</p> <ul style="list-style-type: none"> • Krystian Dudek, Founder of Institute PUBLICO 	City and government

13:30-15:00

Mistake, scandal, loss of reputation, i.e. media crisis management

- Najczęstsze przyczyny kryzysów wizerunkowych w instytucjach i firmach.
- Czy kryzysowi można zapobiec? Co pomaga, a co szkodzi?
- Kryzys „dobrze rozwiązany” czyli jak chwycić byka za rogi. W jaki sposób reagować, by wyjść obronną ręką z trudnej sytuacji?
- Co zapowiada wizerunkowe trzęsienie ziemi.
- Najlepsza strategia na kryzys. Polityka informacyjna a narracja.
- Jak reagować w kontaktach z mediami, czego możemy się po nich spodziewać?
- Błędy jakich należy unikać, aby się nie pogрузić.
- Zagrożenia wizerunkowe w dobie social mediów, fake newsów, deepfakes.
- „Nam to przecież nie grozi” - czy na pewno?
- Kryzys wizerunkowy oczami prawnika - kiedy trzeba rozwiązać go na drodze prawnej?
- Ochrona wizerunku osób publicznych. Aspekty prawne pozwalające zapobiegać potencjalnym kryzysom i minimalizujące skutki ich oddziaływania.
- Narzędzia ochrony prawnej dla przedsiębiorców w sytuacji zagrożenia lub wystąpienia kryzysu.
- Nietypowe sytuacje kryzysowe i sposoby ich rozwiązania.

ZAPROSZENI EKSPERCI (w kolejności alfabetycznej):

- Aleksandra Dik – CEO Adventure Media
- Joanna Jabłczyńska – radca prawny, ekspert w dziedzinach prawa autorskiego, ochrony dóbr osobistych i rynku kapitałowego, właścicielka Kancelarii Prawnej Joanna Jabłczyńska
- Agata Kalafarska-Winkler - właścicielka firmy 5PR. Były rzecznik prasowy Śląskiego Uniwersytetu Medycznego w Katowicach
- Płk rez. Dr Dariusz Kryszk - specjalista ds. komunikacji strategicznej, Akademia Sztuki Wojennej , były główny specjalista Departamentu Prasowo-Informacyjnego MON
- Adam Maliszewski - Head of Communications agencji Loudy, ekspert ds. public relations, trener i wykładowca akademicki
- Insp. Mariusz Sokołowski - inspektor Policji w stanie spoczynku, w latach 2007–2015 rzecznik prasowy Komendanta Głównego Policji, partner agencji R4S.

MODERATOR:

- Marta Cała-Sturzbecher – właścicielka agencji marketingowej MOMA, strateg i ekspert ds. public relations

The
Academy of
Marketing
and Sales

13:30-15:00

How to introduce innovation and finance it by means of the EU funds - a workshop

- Possibility of financing of innovations in Operational Programme Smart Growth and Horizon 2020 and
- STEP I and STEP II - from coaching to initial innovation.
- Coaching innovations as a key to introducing innovations to an enterprise.

EXPERTS

- Patrycja Zeszutek, Deputy Director at Ministry of Investment and Economic Development
- Martyna Gatkowska, Project coordinator Innovation Coach, National Contact Point for Research Programmes of the European Union

Financing of
SMEs

13:30-15:00	<p>Awareness as the basis of cyber security</p> <ul style="list-style-type: none"> • "Cybersecurity offer", i.e. why and what to buy on the market of cybersecurity solutions addressed to the SME sector. • Who protects us from cybercrime? • Is the cloud for Small and Medium Business cybersafe? • Awareness of cyber security in the society, • „Why we need Pegasus?” • Cyber Intelligence • Cybersecurity <p>EXPERTS</p> <ul style="list-style-type: none"> • Maciej Jędrzejewski, Bezpieczeństwo Informacji Maciej Jędrzejewski, • Maciej Kemona, OUTSEC. • Agnieszka Łapińska StillSec Technology Sp. z o.o. • Anna Katarzyna Nietyksza, Cloud Community Europe. • dr Tamara Rud, COSMO.IQ, Cyberinstitute.pl. • dr hab. inż. Krzysztof Tokarz, Deputy Dean for Organization and Development of the Faculty of Automatic Control, Electronics and Computer Science of the Silesian University of Technology • dr inż. Aleksandra Wojtynek, ELDURON Sp. z o.o., <p>MODERATOR:</p> <ul style="list-style-type: none"> • Krzysztof Sierański, Fundacja Bezpieczeństwa Informacji Polska 	Digital enterprise
13:30-15:00	<p>ITevolution in business - the foundations of changes in digitization and security</p> <ul style="list-style-type: none"> • Hyperconvergence as the basis for the digital transformation of an enterprise • Backup - A peace of mind for your IT administrator. Myth or Opportunity? • Digital transformation of a company by Senetic. <p>EXPERTS</p> <ul style="list-style-type: none"> • Łukasz Bojar, Chairman of Senetic S.A. • Daniel Kaczmarczyk, Cloud&Software Director Senetic • Radosław Machanica, SDS Account Executive Vmware • Andrzej Niziołek, Regional Director NSEE Veeam <p>MODERATOR</p> <ul style="list-style-type: none"> • Tomasz Stojek, Technical Services Director w Senetic 	Digital enterprise
14:00-15:00	<p>How to sell products and services through social media - case study Presentation Zone</p> <ul style="list-style-type: none"> • How to sell products and services online? • How to acquire customers using Facebook Ads? • How to run a really effective marketing campaign on social media? <p>INVITED EXPERTS:</p> <ul style="list-style-type: none"> • Dawid Czechowicz, president of the board, Coconut Agency 	The Academy of Marketing and Sales

14:30-17:00	<p>Belarus and Kazakhstan - Investments. Cooperation. Future.</p> <p>Welcoming guests</p> <ul style="list-style-type: none"> • Introduction to the Conference • Belarusian economy - benefits of cooperation • "Investments in Belarus - a window to Eastern markets" - on the example of Polish exporters. • Economic cooperation with the Republic of Kazakhstan - opportunities for Polish entrepreneurs. • Support for the activities of Polish entrepreneurs in the Republic of Kazakhstan - Presentation of the Polish-Kazakh Chamber of Commerce and Industry • Offer for investors • Polish Business Club in Belarus • Industry Opportunities in the Republic of Belarus <ul style="list-style-type: none"> - Polish furniture successes - Cooperation in medicine • Support for Polish entrepreneurs <p>INVITED EXPERTS</p> <ul style="list-style-type: none"> • Prof. zw. dr hab. n. med. Andrzej Bochenek, Deputy Rector for Medical Affairs of the WST in Katowice • Aleksander Czesnowski, Counselor, Minister for Trade of the Embassy of the Republic of Belarus in the Republic of Poland • Aleksander Czuszew, Ambassador of the Republic of Belarus in Warsaw, • Leszek Faltyniak, Representative of Trasko-Inwest Sp. z o.o • Piotr Guzowski, President, Polish-Kazakh Chamber of Commerce and Industry • Janusz Kuleta, Representative of Euro-Lock Sp. z o.o. • Artur Nizioł, Honorary Consul of the Republic of Kazakhstan in Katowice, □ Marek Rasiński, Honorary Consul of the Republic of Belarus in Katowice • Wielikin, President, Polish Business Club in Kazakhstan • Marek Zdunowski, President of the Polish-Belarusian Chamber of Commerce and Industry • Tomasz Zjawiony, President of Chamber of Commerce and Industry in Katowice • Representative of BGK • Representative of National Agency of Investment And Privatization of the Republic of Belarus • Representatvie of KUKE JSC • Representatvie of FEZ Gomel-Raton 	Associated events
15:30-17:00	<p>Corporate disputes - a company in the crisis</p> <p>The subject of the panel will be the corporate disputes, which occur between partners, corporate bodies (management boards, supervisory boards) and their members. The panellists will be the parties to corporate disputes. Examples of disputes, their reasons and ways to settle them will be shown.</p> <p>Invited experts:</p> <ul style="list-style-type: none"> • Jarosław Dominiak, President of the Board Stowarzyszenie Inwestorów Indywidualnych • Tomasz Pasierb, Director of the Southern Corporate Macroregion PKO Bank Polski S.A. • Leszek Paterek, Attorney-at-law, the Law Firm Izabella Żyglicka i Wspólnicy • Dorota Setlak, Entrepreneur • Marzena Zalewska, Attorney-at-law, Director of the State Assets Management&Restructuring Office, Industrial Development Agency • Janusz Zieliński, Managing Partner at the Law Firm Izabella Żyglicka i Wspólnicy <p>MODERATOR</p> <ul style="list-style-type: none"> • Izabella Żyglicka, Ombudsman for Entrepreneurs at the Regional Chamber of Commerce in Katowice 	State and law

15:30-17:00	Employing foreigners in Poland - step by step <ul style="list-style-type: none"> • Rules and opportunities related to employment of foreigners in Poland in 2019 - what an employer should know? • Examination of applications and requirements - how to quickly and successfully employ a foreigner. • The experience of employers hiring foreigners - minor mistakes, serious consequences and how to avoid them. <p>EXPERT:</p> <ul style="list-style-type: none"> • Michał Witulski, Attorney-at-law, expert of Katowice Bar Association of Attorneys-at-Law 	State and law
15:30-17:00	Global SME Meeting <ul style="list-style-type: none"> • Characteristics of the status of Small and Medium-Sized Enterprises in countries of representatives. • Influence of the legislative process in the European Union over SMEs. • Best practices of cooperation between Chambers of Commerce and Small and Medium-Sized Enterprises, their role in internationalization of enterprises. <p>EXPERTS</p> <ul style="list-style-type: none"> • Miklós Bornemisza, Vice president, Budapest Chamber of Commerce BKIK International Relations • Mykola Buzynskyi, President of the Federation of Employers of Chernivtsi Region • Chen Filipowicz, Representative of Chamber of Commerce and Industry in Katowice in Israel • Romi Jaszczyński, Manager of ZBH Toronto • Lajos Kupcsok, Advisor to the President, Budapest Chamber of Commerce BKIK • Zack Labieniec, Business Development Manager, ZBH Toronto • Stefan Moritz, Managing Director of European Entrepreneurs CEA-PME • Marcelino Pinto, National Director, National Directorate for the Economy Competitiveness and Innovation • Roy Roznek, Member of the Presidium of the Federation of Israeli Chambers of Commerce • Tohpong Smiti, First Secretary of the Royal Thai Embassy, Warsaw - OBSERVER • Vereczkey Zoltán – President, Pest County Chamber of Commerce PMKIK • Tomasz Zjawiony, President of Chamber of Commerce and Industry in Katowice 	Global SME Meeting
15:30-17:00	KIG Council meeting	Associated events
15:30-17:00	Can the supervisory board more than ... dismiss management board Organizer: NadzórKorporacyjny.pl	Associated events
15:30-17:00	Workshop - Canada a promising market for every company <ul style="list-style-type: none"> • Economic diplomacy – support for companies on foreign markets • Immigration Law in Canada • Canadian Tax Law • Transport & Logistics Solutions in export to Canada • CETA's Impact on Polish-Canadian Trade <p>EXPERTS</p> <ul style="list-style-type: none"> • Karol Cienkus, II secretary, Economic Department of the European Union of the Ministry of Foreign Affairs of the Republic of Poland • Francis Dorsemayne, Commercial Counsellor, Canadian Embassy to Poland • Łukasz Karpiesiuk, Partner, Tax Advisor, SSW • Cezariusz Kwaterski, Counselor-Minister, Department of Economic Cooperation of the Ministry of Foreign Affairs of the Republic of Poland • Łukasz Onyszczyk, Key-Account Manager, Raben Logistics Polska Sp. z o.o. • Saad Syed, B.Comm. (Hons.), J.D. (Juris Doctor), Canadian Immigration and Business Lawyer <p>MODERATOR:</p> <ul style="list-style-type: none"> • Konrad Pawlik, Deputy Director, Department of Economic Cooperation, Ministry of Foreign Affairs 	Global SME Meeting

15:30-17:00	The role of local authorities in supporting the development of SMEs - existing and potential support instruments <ul style="list-style-type: none"> • Presentation of the objectives of the “Regiogmina” project. • Review of the existing and potential SME support instruments. • of the local and regional business support institutions • Evaluation of impact effectiveness in opinion of entrepreneurs and self-governments <p>INVITED EXPERTS (in alphabetical order):</p> <ul style="list-style-type: none"> • Olgierd Dziekoński - Representative of the Kujawsko-Pomorskie Voivodeship • dr hab. prof. SGH Zbigniew Grzymała, SGH Warsaw School of Economics • dr hab. prof. SGH Jan Klimek - SGH Warsaw School of Economics 	Associated events
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17:00-18:30	Porozmawiajmy o smart city: elektromobilność Prowadzący: Tomasz Rożek, dziennikarz, popularyzator nauki, twórca kanału Nauka. To lubię <p>Goście:</p> <ul style="list-style-type: none"> • Marcin Korolec - Prezes Fundacji Promocji Pojazdów Elektrycznych, prawnik, były minister środowiska i pełnomocnik rządu do spraw polityki klimatycznej; • Marcin Jastrzębski - były prezes spółki LOTOS
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FRIDAY 18 OCTOBER

18 października 2019 r. Sala Sejmu Śląskiego

9:00 Uroczyste otwarcie Konferencji – Roman Karwowski, przewodniczący Rady SIOIIB

9:30 Wykład Inauguracyjny „Odpowiedzialność zawodowa i etyczna inżynierów budownictwa w świetle prawa administracyjnego. Nowe zadania samorządu zawodowego.” – Irena Lipowicz, dr hab., prof. UKSW

9:50 I panel: „Oczekiwania dotyczące etyki i odpowiedzialności zawodowej względem inżyniera budownictwa w postępowaniach administracyjnych.” Wprowadzenie do panelu.

„Powinności prawne i etyczne w relacjach wzajemnych uczestników procesu inwestycyjnego.” – Bożena Goldamer-Kapała, dyrektor Wydziału Infrastruktury Śląskiego Urzędu Wojewódzkiego

Uczestnicy panelu:

- Elżbietą Oczkowicz, śląski wojewódzki inspektor NB – Wojewódzki Inspektorat Nadzoru Budowlanego
- Marek Niełacny, dyrektor Oddziału w Katowicach Generalnej Dyrekcji Dróg Krajowych i Autostrad
- Agnieszka Wasilewska-Semail, wiceprezes Zarządu Rafako SA
- Joanna Bzówka, prof. dr hab. inż., dziekan Wydziału Budownictwa

Uroczyste otwarcie Konferencji – Roman Karwowski, przewodniczący Rady SIOIIB

Wykład Inauguracyjny

„Odpowiedzialność zawodowa i etyczna inżynierów budownictwa w świetle prawa administracyjnego. Nowe zadania samorządu zawodowego.” – Irena Lipowicz, dr hab., prof. UKSW Politechniki Śląskiej

10:50 Dyskusja wnioski i podsumowanie panelu

11: 50 II panel: „Etyka i odpowiedzialność inżynierów budownictwa w relacjach z pozostałymi uczestnikami procesu inwestycyjnego.”

Wprowadzenie do panelu:

„Etyczne aspekty zawodu inżyniera budownictwa.” – Jolanta Szewczyk, radca prawny PIIB

Uczestnicy panelu:

- Gilbert Okulicz-Kozaryn, przewodniczący Komisji ds. Etyki KR PIIB
- Marcin Nieradzik, kierownik Pracowni Konstrukcyjno-Architektonicznej - Bipromet SA
- Marcin Dąbek, kierownik Zespołu Robót Budowlanych budowy bloku 910 MW w Jaworznie
- Marek Kała, inspektor nadzoru - Inwest-Complex Sp. z o.o.

12:50 Dyskusja, wnioski, podsumowanie panelu

13.20 „Ubezpieczenie OC jako element etyki i odpowiedzialności inżynierów budownictwa.” – Maria Tomaszewska-Pestka, Sopotkie Towarzystwo Ubezpieczeń Ergo Hestia Spółka Akcyjna

13.30 Podsumowanie Konferencji - Zbigniew Kledyński, prof. dr hab. inż., prezes Krajowej Rady PIIB

13.50 Zakończenie Konferencji - Roman Karwowski, przewodniczący Rady SIOIIB

Warunkiem uczestnictwa jest rejestracja online na stronie www.slk.piib.org.pl

Konferencja jest wydarzeniem towarzyszącym **Europejskiego Kongresu Małych i Średnich Przedsiębiorstw**

09:00-17:45	<p>SoDA Conference #1 – Katowice</p> <p>A number of issues significant in terms of building of competitive advantage and development of the IT industry will be addressed during this event. Issues related to e.g. Sales, marketing, HR, finance, law and administration will be discussed.</p> <p>09:00 - 09:45 registration 09:45 -10:00 welcome and introduction 10:00 - 10:30 The Kronenberg Foundation - Presentation of the study of the IT industry 10:30 - 11:00 Marta Smyrska - 7 habits of great employers - how to build a victorious organizational culture? 11:00 - 11:30 coffe break 11:30 - 12:00 SoDA: About us 12:00 - 12:30 Lorenda Niculae / NNC services - internationalisation of the business/going abroad 12:30 - 13:30 lunch 13:30 - 14:00 Daniel Jordi - Case study of Polish software company that failed entering Switzerland 14:00 - 14:30 Piotr Bucki - A key to the efficient calibration of the company. 14:30 - 15:00 coffe break 15:00 - 15:30 Edyta Sander - Candidate Experience in the IT industry - a luxury or a necessity? 15:30 - 16:00 Michał Sztanga - From 2 to 902, the challenges of the growing software house. Mistakes, considerations, lessons learnt. 16:00 - 16:30 coffe break 16:30 - 17:00 Robert Król GovTech 6 MLN PLN in public procurement. Software development instead of bureaucracy. How to get such a contract? 17:00 - 17:30 Michał Jackowski i Aleksander Zieliński - Are you working in the international environment? Protect your brand! Why and how? 17:30 - 17:45 summary and the end of the conference From 18:00 After party and Networking</p>	Associated events
09:00-16:00	<p>Business Expo Fair</p> <p>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.</p> <p>The fair area will also offer workshops and consultations with experts, networking and B2B meetings.</p> <p>Co-organizer of Business Expo Fair: PTG S.A.</p>	Associated events

09:30-11:00

Educational models - domestic and international dimension

- Education in Poland - does it answer the needs of the dynamic labour market?
- How to educate the employee of the future?
- Twin track training in Poland - opportunities and obstacles.
- The role and significance of the entrepreneur-employer in shaping of twin track training.
- Professional practice - an alternative for twin track training at universities.
- Twin track training - inspirations from abroad.

Labour
market and
education

EXPERTS

- dr Jarosław Gowin , Minister of Science and Higher Education
- professor Antonio Arcienaga Morales, National University of Salta, Argentina
- professor Michael Bourlakis, Cranfield University, United Kingdom
- professor Miguel Angel Salom, National University of Salta, Argentina
- dr Janusz Michałek, Chairman of the Board, Katowice Special Economic Zone
- Piotr Szostok, Chairman of the Board „Alta”, Member of the Commission on Vocational Training in the Regional Chamber of Commerce in Katowice
- dr hab. inż., prof. PŚ Anna Timofiejczuk, Dean of the Department of Mechanics and Technology at the Silesian University of Technology
- dr hab., prof. AWSB Marek Walancik, Head of the Department of Pedagogy, WSB Academy
- prof. dr hab. inż. Zbigniew Walczyk, Rector of the State Higher Vocational School in Elbląg, ECVET expert

MODERATOR

- dr hab. inż., prof. PŚ Małgorzata Dobrowolska, Director of the International Center for Interdisciplinary Research of the Silesian University of Technology, College of Social and Foreign Philologies, Silesian University of Technology in Gliwice

09:30-11:00

How to make use of the potential of people with limited professional activity

- Available and effective tools of professional activation.
- How to recognise and develop one's own professional potential while facing limitations.
- Other, alternative forms of employment.
- Consulting and training related to increasing of professional activity of people whose activity is limited - limitations within that scope.

Human
Resources in
an enterprise

EXPERTS

- Michał Bullik, Polish Association for People with Intellectual Disability
- Adrian Furman, President of the Board, Grupa AF Sp. z o. o. in Wrocław
- Małgorzata Kozak Buchalik, lecturer at the Chorzów School of Banking, Deputy President, Association for Disabled People "Otwarte Serca" in Dąbrowa Górnicza
- Marlena Małąg, President of the Board, State Fund For Rehabilitation Of Disabled People
- Prof. dr hab. Elżbieta Mączyńska-Ziemacka, Polish Economic Society

MODERATOR

- Majka Lipiak, CEO, Foundation „Leżę i pracuję”

09:30-11:00	<p>Mediation in business - an alternative to court disputes</p> <ul style="list-style-type: none"> • Costs and lengthiness of court proceedings. • Economic science in law - choosing the type of mediation. • Mediation in disputes involving small and medium-sized enterprises. • Advantages and disadvantages of mediation. <p>EXPERTS:</p> <ul style="list-style-type: none"> • Tomasz May, President of Home Construction & Design sp.z o.o. • prof. dr hab. Katarzyna Pokryszka, mediator, specjalistka prawa gospodarczego (Wydział Prawa i Administracji UŚ), • Sławomir Pośpiech, Vice President of Świętochłowice, • Aleksandra Rusin-Batko, Deputy Director of the Department of Strategy and European Funds, Ministry of Justice, • Joanna Sauter-Kunach, Director of the Legal Department at the Ministry of Entrepreneurship and Technology, • dr hab. prof. UŚ Andrzej Torbus, Head of the Department of Civil Procedure, Faculty of Law and Administration of the University of Silesia, head of the Silesian Center for Arbitration and Mediation 	State and law
09:30-11:00	<p>Creative industries</p> <ul style="list-style-type: none"> • Is it possible to earn on creativity - creative industry of the twenty-first century • Creative industry vs. SMEs - customs, opportunities, threats, development. • A case study related to creative industry in the region. • How to start your business activity in creative sector. • How to obtain financing and support for your business activity in creative sector. • How to become a city supporting economic creativity? • Computer games, fashion, movies, publishing, design are these good directions for business? <p>EXPERTS:</p> <ul style="list-style-type: none"> • Barbara Grodowska - President of FabLab Małopolska • dr Remigiusz Kopoczek – President ARP Games/Assistant Professor in the Department of Global Studies, University of Silesia • Roma Skuza - Co-founder, Brokat Spółka z o. o. • Sebastian Sobieraj – Expert, National Contact Point for Financial Instruments of European Union Programs • Urszula Szwed – President, DINKSY <p>MODERATOR:</p> <ul style="list-style-type: none"> • Tomasz Pruszczyński- www.tupolska.com, Chairman 	Passion and business

09:30-11:00	<p>Resident-friendly cities. It is a place worth living in!</p> <ul style="list-style-type: none"> • Depopulation. How to keep a resident in the city? • Sustainable development of the cities. • Good public space. Green cities. • Healthy resident. Self-governmental health policy programmes. • Civic budgets. Decision belongs to the residents. • Civic movements. Their role in co-creation of the cities. <p>EXPERTS</p> <ul style="list-style-type: none"> • dr inż. arch. Tomasz Bradecki, Silesian University of Technology • Justyna Glusman, Director - Coordinator for Sustainable Development and Greenery, Warsaw City Hall • Kazimierz Karolczak, President of the Board of Metropolis GZM • Alicja Knast, Director of Muzeum Śląskie in Katowice • Olga Kostrzewska – Cichoń, urban activist, Owner of Agencja Open – mind – PR, Marketing, Social Media • Andrzej Kotala, Mayor of Chorzów • Rafał Łysy, Press Spokesperson, Sosnowiec City Hall • Joanna Małecka, Wojciech Małecki, Biuro Projektowe Małeccy • Małgorzata Mańka – Szulik, Mayor of Zabrze • Paweł Wyszomirski, President of Napraw Sobie Miasto Foundation, Katowice <p>MODERATOR</p> <ul style="list-style-type: none"> • Aleksander Gortat, TV journalist 	City and government
09:30-11:00	<p>Sustainable urban mobility</p> <ul style="list-style-type: none"> • Sustainable transport and its influence over the quality of lives of the residents, competitiveness and attractiveness of the city. • Transport of the future – Smart, Green & Integrated Transport. • Effective, environmentally friendly and electric public transport. • Micromobility, shared mobility as a cure for jammed cities? • On foot, by bike, by tram, by bus ... How to change mobility behaviours of the residents and encourage them to leave their vehicles in the garage? • Intelligent Transport Systems in cities. <p>EXPERTS</p> <ul style="list-style-type: none"> • Adam Jędrzejewski, President of The „Mobile City” Association • Adriana Flak-Kamińska, City Hall Katowice • Grzegorz Kwitek, Member of the Board of Metropolis GZM • Maciej Mazur, Managing Director of the Polish Alternative Fuels Association • Artur Pollak, President of the Board APA GROUP • dr hab. inż. Grzegorz Sierpiński, Chair of Transport Systems and Traffic Engineering, Transportation Department, Silesian University of Technology • Maciej Sytek, President of the Board Regional Development Agency in Konin • Tomasz Warchoł, Director of the Department of Road Infrastructure and Transportation, Marshal's Office of the Małopolska Region <p>MODERATOR</p> <ul style="list-style-type: none"> • Maria Trepieńska, economic journalist 	City and government

09:30-11:00	<p>The culture of innovativeness - an interesting bonus or a truly distinguishing competitiveness feature?</p> <ul style="list-style-type: none"> • The culture of innovativeness - can it be the “air to breathe” for the entire enterprise? • Business Plan or Business Model - how to adjust to the changing business reality. • Prototyping and experimentation, i.e. harmless mistakes • Empirical approach to developing of new ideas • How to build a Wise Brand or a Love Brand by means of innovations • Can technological giants act as start-ups? <p>EXPERTS:</p> <ul style="list-style-type: none"> • Piotr Drosdzol, Senior Agile Coach - ING, Founder of Flip Mind • Rafał Mazur, Business Solutions Manager - Comarch, Chief Executive Officer Flip Mind • Igor Ginalski, Entrepreneur, enthusiast of Lean Startup Methodology, Trainer, Flip Mind, Kuźnii Ekspertów i Mega Centrum Rozwoju 	Management and development
09:30-11:00	<p>How technology can support an organization in implementing and managing Employee Capital Plans?</p> <p>Employee capital plans is new, obligatory from the point of view of the employer and voluntary for the employee, system of long-term saving money, the purpose of which is collecting additional funds for the future pension. Implementing Employee capital plans (PPK) to the company is a process which needs to be planned well. ERP systems are the answer to the needs of the organization and they gain popularity in Polish companies. During the workshop we will talk about the most important stages of implementing PPK in the organization along with practical examples of technological solutions answering to the individual requirements.</p> <p>EXPERTS:</p> <ul style="list-style-type: none"> • Joanna Walentek, Soneta Sp. z o.o., project manager Kadry place enova365 • Konrad Spryńca, Soneta Sp. z o.o., product manager enova365 	State and law
10:00-10:50	<p>Cyber security of small and medium enterprises Presentation Zone</p> <p>For most SMEs, the key dilemmas they face in the context of cyber security are employee education and the budget. It is not only a matter of how much you should spend to secure your digital presence, but also the problem of allocating funds in the most optimal way in the context of risk estimation. On the one hand, the widening spectrum of threats, on the other, the rapidly growing salaries in the IT sector means that companies must look for optimal solutions to keep pace with the challenges of cyber security. The presentation will present the main recommendations contained in the guide dedicated to SMEs prepared as part of the work of the Cybersecurity Working Group of the Ministry of Digitization. In addition, after the presentation, at the Kosciuszko Institute stand, SME representatives will be able to obtain advice on the market of available products and services for cyber security.</p> <p>EXPERT:</p> <p>Robert Siudak, Kosciuszko Institute</p>	
11:00-12:00	<p>Heaven or hell? About the brand's strategy Presentation Zone</p> <ul style="list-style-type: none"> • What is a brand strategy? How to create a strong brand? • What are the relations between brand strategy and creation? And what about the communication strategy? • How do marketing campaigns relate to this? • When does Brand sell? <p>EXPERT:</p> <ul style="list-style-type: none"> • Beata Mordarska, Chairman of the Board, Strategy & Creative Director, Veneo 	The Academy of Marketing and Sales

11:30-13:00	<p>Wellbeing in the office</p> <ul style="list-style-type: none"> • Wellbeing strategy in your company, what are the possibilities and how to effectively implement the proposed solutions? • A healthy, satisfied employee – the foundation of good organization – benefits with wellbeing, • Not only arrangement changes - smart working, • How to interest the best employees - non-wage benefits, • "Work as a second home" - good practices of valued employers, • Wellbeing, wellness – what does the law say? How to regulate it in the most effective tax and contribution way? <p>Special speech: Employee health, wellness programs and wellbeing culture in organizations Przemysław Jaczewski, wellbeing expert, Sales & Marketing Director / CEO, HealthDesk</p> <p>EXPERTS</p> <ul style="list-style-type: none"> • Łukasz Chruściel, Legal Counsel, partner managing the office of Raczkowski Paruch in Katowice • Przemysław Jaczewski, Wellbeing expert, Sales & Marketing Director / CEO, HealthDesk • Joanna i Wojciech Małeccy, MAŁECCY design office • Ewa Stelmasiak, Managing Director, expert in organizational wellbeing The Wellness Institute <p>MODERATOR</p> <ul style="list-style-type: none"> • Dawid Zaraziński, Co-founder of the Institute of Labor Contexts 	Human Resources in an enterprise
11:30-13:00	<p>Technologies for transportation</p> <ul style="list-style-type: none"> • Autonomous vehicles in transport • Conditions for use of modern technology in transport. • Support of national and local governments for modern transport technologies. • Innovations in intermodal transport. • New opportunities resulting from new technologies in aviation. • Smart trams. • Geo-location systems for electric vehicle charging stations. • New technologies for transport and warehousing in sea transport. • New wireless technologies in vehicles. <p>EXPERTS</p> <ul style="list-style-type: none"> • Mirosław Antonowicz, Member of the Board, PKP SA • Adam Aszyk, President, ADAR Sp. z o.o. • Tomasz Brodziak, Vice President, KOTRAK SA • Aleksander Drzewiecki, President of the Board, Koleje Śląskie Sp. Z o.o. • Stefan Jankowski, Maritime University of Szczecin • Bolesław Knapik, President of the Board, Tramwaje Śląskie SA • Dr inż. inż. Jarosław Kozuba, Faculty of Transport, Silesian University of Technologies • Jerzy Polaczek, Deputy • Artur Tomasik, President of the Board GTL SA • Roman Urbańczyk, Vice President, PKM Katowice Sp.z o.o. <p>MODERATOR:</p> <ul style="list-style-type: none"> • Prof. Marek Sitarz, WSB University 	Management and development

11:30-13:00	<p>Silesian Après Work i.e. what kind of entertainment is available for entrepreneurs and employees in their leisure time?</p> <ul style="list-style-type: none"> • All about leisure - passive or active, how long should it last, what does it depend on? • Outdoor fun not only in the summer time. • A visit to a museum, a concert, a match...every kind under the sun. • Uncommon amusements i.e. the extraordinary manners for spending one's leisure time. • Industry of experience - emotions are critical. <p>EXPERTS</p> <ul style="list-style-type: none"> • Paweł Cebula, Director of Legendia Silesian Amusement Park • Katarzyna Gubała, Silesia Smakuje, Restaurant Week Polska • Marcin Herra, President of the Board, Arena Operator • Alicja Knast, Director of Silesian Museum • Prof. nadzw. dr hab. Magdalena Kraczkla, WSB University, Business Psychologist, Trainer, Coach in SMG/KRC Poland HR • Magdalena Wojciechowska, Event Coordinator, Flyspot - Katowice Indoor Skydiving <p>MODERATOR</p> <ul style="list-style-type: none"> • Monika Taranczewska, Lifestyle Journalist, Śląski Biznes 	Passion and business
11:30-13:00	<p>Tourism/ regional products as a driving power of the region</p> <ul style="list-style-type: none"> • Promotion of the region as a strength of the local economy. Good practices and investment opportunities in Azerbaijan. • Tourist attractions of cities and its influence on the image of the agglomeration. • Success of gastronomy in Silesia. • Local product with potential. Good practices of companies that have turned a regional product into a great brand. • Grants, European funds - how to get financial support for tourist enterprise or promoting a regional product? • Certificates, protected products, patents, intellectual property law , registered brand - product and service protection <p>INVITED EXPERTS (in alphabetical order):</p> <ul style="list-style-type: none"> • dr Aleksander Wolski - Dean of the Local Department Studies of GWSH in Żory • dr Nemat Naghdaliyev - Minister-counsellor, Trade Representative of Azerbaijan in Central Europe • dr Ofka Piechniczek - Co-founder and President of the Management Board of Śląskie Kamienie S.A. • Tomasz Pruszczyńskiego – Chairman, www.tupolska.com • Piotr Spyra - Chairman of the Board, Śląski Rynek Hurtowy OBROKI Sp. z o.o. • Marcin Stańczyk, Head of the Promotion Department, City of Katowice • Prof. Jolanta Tambor- Professor, University of Silesia <p>MODERATOR:</p> <ul style="list-style-type: none"> • Tomasz Raudner – Editor in Chief, Journalist, slaskibiznes.pl 	Passion and business

11:30-13:00	<p>Public-Private Partnership in Poland. Why is it still so little popular</p> <ul style="list-style-type: none"> • PPP in Poland. Why is it still so little popular? Current status and perspectives for development. • The PPP model as an opportunity for self-government investments after 2020. • Public-Private Partnership. Best practice. Experience of the public and private sector. • Cooperation between self-governments and business. Is it profitable? Obstacles, threats and risks. • PPP vs. Smart City. Will cities be smarter thanks to PPP? How can public-private partnership influence the quality of living in the cities? • Thermal efficiency improvement, energetic efficiency, revitalization, sports infrastructure... Can each investment project be realized in the PPP formula? <p>EXPERTS</p> <ul style="list-style-type: none"> • Grzegorz Kaczorowski, Director of Economic Development Office in Warsaw City Hall • Andrzej Kolat, Metropolis GZM • Danuta Lange, City Hall Katowice • Prof. dr hab. Adam Mariański, Tax adviser, Associate Professor at the Tax Law Department at the University of Łódź, Managing Partner at Mariański Group Law and Tax Firm, Chairman of the National Council of Tax Advisors • Joanna Sekuła, Director of Municipal Department of Local Resources in Sosnowiec • dr Tomasz Srokosz, Solicitor, Partner in Law Office Andersen Tax & Legal <p>Moderator:</p> <ul style="list-style-type: none"> • Agnieszka Ferek, Partner, Baker&McKenzie 	City and government
12:00-13:00	<p>You're not on GOOGLE, you don't exist - i.e. what should you know about positioning and marketing in GOOGLE?</p> <ul style="list-style-type: none"> • Why should I be on Google? • Google - what exactly is it? A word of introduction • What are the benefits for me from advertising on Google? • Marketing opportunities and strategies at Google • Services or e-commerce? Is Google marketing for everyone? • Basis, basics or web analytics and SEO • Development of the SEO industry and entry into the SXO model • SEM campaigns, i.e. paid traffic from Google • Video marketing at Google • A few words of reflection and a summary • Google - solid or liquid matter? • What if I don't want to run advertising on Google? • Answers to any audience questions <p>EXPERT:</p> <ul style="list-style-type: none"> • Maciej Wojtasik, SEO Specialist, Veneo 	The Academy of Marketing and Sales
13:00-14:00	<p>Content marketing in building a strong brand, i.e. how to charm clients with words and pictures? Presentation Zone</p> <ul style="list-style-type: none"> • How to support the sale of products and services through Content Marketing? • How to use: blog, social media, email marketing and other channels in the content marketing strategy? • How to measure and analyze activities? <p>EXPERT:</p> <ul style="list-style-type: none"> • Dominika Poselek, Social Media & Copywriting Specialist, Veneo 	The Academy of Marketing and Sales