

**16-18**  
**10.2019**  
**9.EDYCJA**



**EUROPEJSKI  
KONGRES**

Małych i Średnich Przedsiębiorstw

# PROGRAM

**Date: 22.07.2019 r.**

 **TARGI  
BIZNES EXPO**  
PLATFORMA SKUTECZNEGO BIZNESU

 **SAMORZĄD  
WSPIERA MŚP**



**KongresMSP**



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# Program draft of 9 ECSME

## This year theme: SMART-SAFE-SOLUTIONS

### 1. Start-up your business

1. **Start-ups: International Cooperation** (FMP)
2. **Start-ups: Medicine** (FMP)

### 2. Labor Market and Education

3. **The future of Poviats Labor Offices and their role in creating local labor markets**
  - *Barriers and problems of local labor markets - point of view.*
  - *Creating solutions for the development of the labor market.*
  - *Good practices - experience of Silesian Labor Offices*
4. **How to effectively monitor educational policy**
  - Directions of educational policy in Poland.
  - Regional Policy of Education Development of the Silesian Voivodeship - diagnosis of the education system of the province Silesia, in the field of vocational education and lifelong learning and directions of activities.
  - Silesian Voivodeship Development Strategy "Śląskie 2020+"
5. **Young people on the labor market**
  - Qualifications or competences?
  - Activities of the Foundation for the Development of the Education System to support young people in entering the labor market.
  - Employee market - how long we have to wait?
  - Good start - dual education in the Polish educational system.
  - Graduates of humanities universities in the labor market.
6. **Polish model of education and dual education**
  - Education in Poland - does it respond to the needs of a dynamic labor market?
  - How to educate an employee of the future?
  - Dual training in Poland - opportunities and barriers.
  - The role and importance of the employer-entrepreneur in the shaping of dual education.
  - Dual education - inspirations from abroad.
7. **Vocational education and generational change in the labor market**
  - Polish education model.
  - When to start vocational education?
  - The challenge of the labor market - generational change - how to prepare for it?
  - The role of local governments in shaping the model of vocational education adapted to the needs of economic development and local labor markets.
  - Vocational education - solutions from abroad.
8. **„Baza Usług Rozwojowych” – perspectives for financing training for entrepreneurs**
  - *Operation of „BUR” - countrywide review.*
  - *Operation of „BUR” – an overview on the scale of the Silesian Voivodeship.*
  - *Practical tips for entrepreneurs regarding application, implementation and settlement of applications for co-financing development services.*

### 3. HR in Company

#### 9. Building an effective organizational culture in the area of HR

- *Employee market, and HR challenges.*
- *Building the organization's identity.*
- *The influence of organizational culture on company management.*
- *Employee Experience. Shaping positive employee experience.*
- *Netflix generation at work - how to manage 20-year-olds to work for us with engagement.*

#### 10. How to use the potential of people with limited professional activity

- *Accessible and effective tools for professional activation.*
- *How to recognize and develop your own professional potential with limitations.*
- *Other, alternative forms of employment.*
- *Advising and training on increasing the professional activity of people in whom they occur - restrictions in this respect.*

#### 11. An investment in employee development - an investment in a company?

- *Ways and examples of successful investing in employee development.*
- *Training, workshops from the perspective of the employer and employee - is it worth it?*
- *Pro-development activities that bring mutual benefits to the employer and employee - good practices.*
- *Interesting non-wage benefits in the context of investment and employee development.*

#### 12. Wellness in the office

- *Wellness 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 wellness.*
- *Not only arrangement changes - smart working.*
- *How to attract the best employees - non-wage benefits.*
- *"Working second home" - good practices of valued employers.*

#### 13. Employment of foreigners in Poland - not only neighbors from beyond the eastern border

- *Rules for employing foreigners in Poland in 2019 - what the employer should know.*
- *Growing demand for foreign employees - directions, positions, opportunities and difficulties.*
- *Current migration trends in Europe and in the world, their causes and consequences.*
- *The experience of employers employing foreigners, both from the EU and from outside.*
- *What should be the model of the Polish migration policy.*
- *Economic, cultural, religious and political impact of migration on society.*
- *Immigrants an opportunity or a threat to the SME sector?*

### 4. Financing of SME

#### 14. Obtaining funds for business development

- *Is credit not for everyone?*
- *Leasing is growing in strength.*
- *Otherwise, or shortly about crowdfunding.*
- *What "option" you choose?*

#### 15. Innovations not only for the largest - how to implement and obtain financing?

- *Where to look for money for innovation?*
- *Good advice from those who have succeeded.*
- *Activities of InnaLab - with us you can do more.*
- *Internationalization as the key to success.*
- *Cross-border dialogue between science and business.*

- *Innovations not only for the largest - how to implement and obtain financing.*
- *Startups - representative of the R & D finance department or an expert sitting on Investment Alfa, investment committees.*
- *Innovation management based on the experience of Grupa Azoty S.A.*
- *Supporting innovations using programs and solutions of the Industrial Development Agency S.A.*

#### **16. Changes on the Polish financial market in the light of global trends**

- *What creates the investment needs of the Polish economy and Polish companies? And how is it 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 is it the role of state policy?*

#### **17. Norwegian Funds for Companies – workshop**

*Almost 100 million euros under the Norwegian Financial Mechanisms will be available to SMEs from autumn. Support from EUR 200,000 to EUR 2 million will be available for innovations in the field of green technologies, introduction of products to improve the quality of life and investments in activities related to the sea and inland waters. Women who run a business can count on separate co-financing. The agent of the funds will be the Polish Agency for Enterprise Development.*

#### **18. Open meeting of the Polish Bank Association Council for Micro, Small and Medium-sized Enterprises**

*Established in 2016 at the Polish Bank Association, the Council for Micro, Small and Medium-sized Entrepreneurs consists of both commercial and cooperative banks and a state bank. These banks want to optimally serve MSME clients, conduct a constructive dialogue and develop a dedicated offer based on diagnosed needs and expectations.*

*This will be the second meeting of the Council with entrepreneurs in the history of Congresses.*

## **5. Management & Development**

#### **19. Poland, the Czech Republic and Slovakia - synergy of cooperation between business, science and local government**

- *Business development conditions in Poland, the Czech Republic and Slovakia.*
- *Entrepreneurship across borders - new markets, opportunities and challenges.*
- *Chambers of commerce as support for companies on the Polish-Czech-Slovak border.*
- *Science and local government - business partners in the development of innovation and competitiveness.*

#### **20. Management 3.0 - in the pursuit of being a perfect leader - a workshop and discussion with practitioners**

- *Creating a coherent vision and setting engaging goals.*
- *Building an organization based on sharing knowledge and cooperation.*
- *Methods of getting to know colleagues and using their internal motivation.*
- *Designing a happy work environment to maintain and attract talent.*
- *Increasing the effectiveness of activities through empowerment and self-organization of teams.*

#### **21. Technologies for transport**

- *Autonomous vehicles in transport.*
- *Conditions for the use of modern technologies in transport.*
- *Support for state and local government authorities for new transport technologies.*
- *Innovations in intermodal transport.*
- *New generations of airports and planes.*
- *Intelligent trams.*
- *Geolocation system for battery charging points for electric vehicles.*
- *New technologies of transport and storage in sea transport.*
- *New wireless technologies in automotive vehicles.*

## **6. Digital Company**

#### **22. Automation and the labor market.**

- *Threats and opportunities for the labor market in Poland and Europe.*
- *Automation in my company - where to get qualified employees?*

- *Automation in SMEs - what to do to make it happen without any damage?*
- *The role of SMEs in the process of labor market automation. Let's use their potential!*

**23. Digital transformation of the enterprise. How to start a revolution?**

- *What areas of business activities involve digital transformation?*
- *How to define the digital needs of my company?*
- *Sales / Production / Services - how will digitization help improve their efficiency?*
- *Effective digital transformation means increasing the capabilities of employees - which tools to use?*

**24. DigitaliseSME - introductory seminar for entrepreneurs.**

- *Introduction to the EU project: "DigitaliseSME"*
- *Opportunities for the entrepreneur.*
- *Opportunities for digitization experts.*
- *How to take part in the project*

**25. Directions of development of the labor market in the era of robotization and automation (panel in cooperation with the Social Insurance Institution "ZUS")**

**26. Growing security threats on the Internet**

- *The types of threats in the network and the damage they cause.*
- *Protection of the company against danger in the network. How to do it right?*
- *Employee training fortifies the company!*
- *I was attacked - how to minimize damage and image losses.*

**27. E-commerce - the most important trends**

- *New challenges for marketing.*
- *•Personalization.*
- *The increasing popularity of mobile devices.*
- *Fast transport the most important.*
- *B2B and B2C merger.*

## 7. State and Law

**28. Meeting of the Entrepreneurs' Council at the SME Ombudsman**

*The Council of Entrepreneurs at the Spokesman for Small and Medium-sized Entrepreneurs is the consultative body and adviser to the Ombudsman. Ensures constant and direct contact of the Commissioner with the business community.*

*The Council deals with:*

- *Supporting the Defender in activities to defend the rights of Polish entrepreneurs.*
- *Monitoring the situation of entrepreneurs from the SME sector.*
- *Diagnosing problems and responding to cases requiring the intervention of the Ombudsman.*
- *Giving opinions and drawing up bills that directly affect the SME sector.*

**29. The invisible hand of the market or the visible hand of the state. The debate of special guests of the Congress.**

- *Directions of changes in the global economy in the 21st century.*
- *International economic unions or bilateral agreements - which way will the world go?*
- *Is the "care" of the state over growing enterprises possible and meaningful?*
- *The scope of state statism and the competitiveness of the national economy.*

**30. Current state fiscal policy and entrepreneurs' expectations. Panel with the participation of the Commissioner for Small and Medium-sized Entrepreneurs.**

- *State tax policy in the context of social programs.*
- *Actions taken by the government for entrepreneurs - assessment of effectiveness.*
- *Concerns and worries of entrepreneurs - are they justified?*
- *Proposals for changes in the tax and fiscal system.*

**31. Flexible forms of employment in the light of the Labor Code**

- *Is the flexible labor market a necessity resulting from a dynamic and innovative environment?*

- *Benefits and limitations resulting from the application of flexible forms of employment.*
- *Characteristics of selected flexible forms of employment, their advantages and disadvantages:*
  - *term contracts (for a definite period, for replacement),*
  - *teleworking,*
  - *work on call,*
  - *civil law contracts,*
  - *employee leasing,*
  - *job sharing,*
  - *job rotation,*
  - *outsourcing,*
  - *self-employment,*
- *Work flexibility as a competitive advantage.*

### **32. Corporate law - ways to minimize the risk of running a business**

- *Factors affecting the business risk.*
- *The most secure organizational forms of running a business.*
- *The most effective ways to secure the performance of contracts and payments.*
- *Protection of the company's intellectual capital and counteracting the sudden departure of specialists.*
- *Minimizing the risk associated with errors committed by employees.*
- *Responsibility of advisors and consultants for the results of their advice*

### **33. Criminal law in business.**

*The subject of the panel will be to indicate to entrepreneurs the threats related to dishonest / criminal activities of other persons and entities and preventive measures to prevent them from becoming a victim of such a crime. Economic crimes / fraudulent activities are one of the risks of running a business, they also constitute hidden costs of running it. Panelists will be people who have both knowledge in the field of economic crime and experience in combating it. Examples of business frauds and ways to prevent such practices will be shown.*

### **34. Corporate disputes - crisis in the company.**

*The subject of the panel will be corporate disputes, which arise between partners, company bodies (management boards, supervisory boards) and their members. Panelists will be participants in corporate disputes. Examples of disputes, their causes and ways of solving them will be shown.*

### **35. Mediation in business - an alternative to litigation.**

- *Costs and length of court proceedings.*
- *Economics in law - the choice of mediation.*
- *Mediation in disputes involving small and medium-sized enterprises.*
- *Advantages and benefits of mediation.*

### **36. Employee Capital Plans.**

### **37. Company law - 2019: new regulations, new opportunities, new challenges**

### **38. Family businesses. How to optimally arrange ownership relations in succession**

### **39. Legal regulations regarding the employment of foreigners - step by step.**

## **8. Passion and Business**

### **40. Cultural heritage of Silesia - potential or problem?**

- *Strategy for the development of the region in the coming years.*
- *Industrial transformations - opportunities and threats for local government and business.*
- *Sustainable urban development.*
- *Regional Smart Cities.*
- *"Śląsk przemian" - a new face of the region, contemporary management in local government.*
- *Art, society, culture, or about building a new identity of urban areas.*

### **41. Passion + Business = Success**

- *How to transform your passion into business, or how to manage our interests, to bring profit.*
- *Co-financing for the SME sector - for creative activities, for the business of tomorrow.*



- *What to remember when our dreams become a source of income - that is, about managing the company from our dreams.*
- *Case study and good advice from those who have succeeded.*
- *Creativity, perseverance, consistency - what else to keep in mind while doing business?*
- *The passion of employees guarantees a success in business?*

#### **42. Creative industries**

- *Can creativity be enriched by the creative industry of the 21st century.*
- *Creative industry and SMEs - traditions, opportunities, threats, development.*
- *Case study of the creative industry in the region.*
- *How to start your business in the creative business sector.*
- *How to get funding and support for your activities within the creative industry.*
- *How to become a city supporting economic creativity?*
- *Computer games, fashion, film, publishing, design, are they good business destinations?*

#### **43. Silesian Après Work or what kind of entertainment are waiting for entrepreneurs and employees during their free time?**

- *Everything about rest - passive or active, how long should it last, what does it depend on?*
- *Outdoor attractions not only in summer.*
- *Visit to the museum, concert, match ... to choose to color.*
- *Unusual attractions or unique ways of spending free time.*
- *Emotion industry - emotions are the most important*

#### **44. Tourism / regional products as the driving force of the region.**

- *Promotion of the region by the strength of the local economy.*
- *Urban tourism and its impact on the image of the agglomeration.*
- *About business as a product and service - that is, about the success of gastronomy in Silesia.*
- *Local product with potential. Good practices of companies that from the regional brand have made a great brand.*
- *Grants, co-financing, European funds - where to get financial support for tourism or promoting a regional product?*
- *Certificates, protected products, patents, intellectual property rights, registered brand - that is, product protection and services.*

## **9. City and Self-Government**

#### **45. Town. A good climate for business.**

- *How to make a city a better place for business?*
- *Good business climate. What do entrepreneurs expect from local governments?*
- *Business - local government. Barriers to cooperation.*
- *The role of economic self-government in the economic development of the city.*
- *Image of the city. How to build a brand to attract capital? Modern tools for the promotion of cities and regions.*

#### **46. A city friendly to citizens. Here you want to live!**

- *Depopulation. How to stop a resident?*
- *Sustainable urban development.*
- *Good public space. Green cities.*
- *A healthy resident. Self-government health policy programs.*
- *Citizens' budget. The decision belongs to the residents.*
- *Urban movements. Their role in co-creating cities.*

#### **47. Energy self-sufficiency of cities and communities**

- *Polish cities and municipalities on the road to energy self-sufficiency. Good practices.*
- *How to achieve energy self-sufficiency? Which solutions are the most effective?*
- *District heating.*
- *Publicly self-sufficient public utility buildings.*

- Possibilities of financing projects supporting energy self-sufficiency.
- Utilization of municipal waste as a source of energy.

**48. Public-Private Partnership in Poland. Why are still so little popular.**

- PPP in Poland. Why are still so little popular? Current state and development prospects.
- PPP model as an opportunity for local government investments after 2020.
- •Public-private partnership. Good practices. Experience of the public and private sector.
- Cooperation between local governments and business. Is it profitable? Barriers, threats and risks.
- PPP and Smart City. Will cities be smarter thanks to PPP? How can public-private partnership affect the quality of life in cities?
- Thermomodernization, energy efficiency, revitalization, sports infrastructure .... Can any investment project be implemented in the PPP formula?

**49. Cities are betting on sport. Promotion of cities through sport.**

- How to effectively use sport in the promotion of the city? Why sport? Is it profitable?
- Sports events as an effective instrument for creating a positive image of the city. What is the impact of sports events on the development of the city? How to use the potential of such events?
- Stadium, swimming pool, sports hall .... not only for residents. Why it is worth investing in sport infrastructure?
- Sport promotion on examples of Polish cities.

**50. Smart city. How to create a smart and ecological city?**

- How to create a smart and ecological city? Where is the biggest potential?
- Intelligent technologies that support urban development while respecting the natural environment.
- Modern, sustainable ecological transport in cities. Electromobility. The future is electricity.
- Intelligent space - between smart buildings and smart city.
- Solvents for cities. Trends, good practices in the field of transport, construction, energy management, waste, smog
- Financing smart solutions.

**51. Sustainable urban mobility.**

- Sustainable transport and its impact on the quality of life of residents, competitiveness and the attractiveness of cities.
- Transport of the future - Smart, Green & Integrated Transport
- Efficient, ecological and electric public transport.
- Micro-mobility, shared mobility as a recipe for congested cities?
- On foot, by bike, by tram, by bus ..... How to change the communication behavior of residents and encourage to leave cars in garages?
- Intelligent Transport Systems in cities.

## 10. Marketing and Sales Academy

**52. Academy of Marketing and Sales**

**53. Employer Branding. How to build an employer brand? / How to build your company's brand**

**54. Social media as a (quite) economical and effective method of reaching the customer**

**55. Public Relations as a constantly underestimated image building tool**

**56. Development of new forms of communication with a potential client**

## 11. Global SME Meeting

**57. Security of business transactions in relations with foreign partners**

- Legal aspects of expansion into global markets (Asia vs North America).
- Language, mentality, law. How to safely cross borders in business. (Linguistic, mental and legal differences as a threat to international entrepreneurs - how to diagnose them, where to look for tips, help, etc.).



- *Threats in turn resulting from the selection of contractors (where to look for institutional support, how to recognize dishonest business partners, how to check whether they are not notorious debtors, or whether they are not an element of, for example, carousel VAT).*
- *Security of settlements in international trade (how to make financial settlements, what to consider in the tax area).*

#### 58. **Support for internationalization of Polish companies**

#### 59. **Global SME Meeting**

- *Characteristics of the situation of Small and Medium-sized Enterprises in the representative countries.*
- *Impact of the European Union legislative process on SMEs.*
- *Good practices of cooperation between Chambers of Commerce and Small and Medium Enterprises and their role in the internationalization of enterprises.*

## 12. Think Eco!

#### 60. **Circular economy**

- *From linear to cyclical economy. What stage are we at?*
- *EU and national legal regulations.*
- *Joint cross-sectoral strategy for "GOZ."*
- *The role of selective waste collection in a circular economy.*
- *A circular economy has many challenges but also opportunities for development.*
- *Forecasts for the next years.*

#### 61. **Low emission - a big problem**

- *Low emission, i.e. an immediate threat to health and permanent pollution of the environment.*
- *Orders, prohibitions and checks. Can you see the effects?*
- *Efficiency of using modern technologies in the fight against low emissions.*
- *Subsidies, and concessions. Who uses and who can use?*

#### 62. **Globally and locally on renewable energy sources**

- *Renewable and dispersed sources of energy - the future of Polish energy.*
- *Green energy - a significant share in the energy balance.*
- *Energy prosumerism.*
- *Ecological fuels of the future.*
- *Trends in renewable energy, i.e. the latest technologies and innovative solutions.*
- *Energy storage as an important factor in the optimization of energy use.*
- *Subsidies for investments for municipalities.*
- *Tax relief for household renewable energy installations.*

#### 63. **Ecology in business - environmental pro-activity and investments**

- *Primary objective - environment.*
- *Strategy for responsible management of activities related to ecology.*
- *Identification of potential threats resulting from the conducted activity.*
- *Emissions, waste, noise how to deal with them?*
- *The use of the latest technology in environmental protection.*

## Accompanying events

1. Business Expo Fair - Presentation Zone
2. Academic - Economic Forum and meeting of members of University Councils
3. Investment, Construction and Real Estate Forum