

12th European Economic Congress
2-4 September, 2020
Katowice, International Congress Centre

2 September 2020

PLENARY SESSION

2 September 2020 | 10.00-10.30 | Multifunctional Hall DEF

Inauguration of the 12th edition of the European Economic Congress

Opening:

- **Jakub Chelstowski**, Marshal of the Silesian Voivodeship
- **Wojciech Kuśpik**, President of the Management Board, PTWP, Initiator of the European Economic Congress
- **Marcin Krupa**, Mayor of Katowice
- **Jarosław Wieczorek**, Voivode of Silesia

PLENARY SESSION

2 September 2020 | 10.15-12.00 | Multifunctional Hall DEF

Europe of the Future

EU in the face of new challengers. Next Generation EU – goals and tools of a comprehensive reconstruction of the economy. What has changed during the pandemic? Priorities of the EU policy by the year 2024 – how to act in a crisis? Conditions of an effective use of the new financial instruments.

- Green Deal. Europe as a climate neutral continent by 2050. European Green Deal as a current growth strategy. Goals and ambitions. Tools and financing. Benefits and prerequisites for success. Economy for people. Employment, integration, investments. The social aspect of a market economy.
- Europe in the era of digital acceleration. Digitalisation and telecommunication infrastructure as growth drivers.
- The position of Europe in the world – the role of a responsible global leader. Assets and weaknesses. What can we – as the EU – accomplish together?

Debate participants (alphabetical list):

- **Teresa Czerwińska**, Vice-President, European Investment Bank (EIB) [online]
- **Małgorzata Jarosińska-Jedynak**, Minister for Development Funds and Regional Policy, Poland
- **Jerzy Kwieciński**, Minister of Investment and Economic Development (2018-2019), President of the Management Board, PGNiG
- **Rafał Modrzewski**, CEO, Co-Founder, ICEYE [online]
- **Hans-Gert Pötering**, Member of the European Parliament (1997-2014), President of the European Parliament (2007-2009)
- **Maroš Šefčovič**, Vice-President for Interinstitutional Relations and Foresight, European Commission [online]

Moderation:

- **Jerzy Buzek**, Member of the European Parliament, President of the European Parliament (2009–2012); Prime Minister of the Republic of Poland (1997–2001); Chairman of the Programme Board of the EEC

FINANCE

2 September 2020 | 12.30-14.00 | Banquet Hall A

The new EU budget

EU finances after the post-crisis reconstruction. The overview of new programmes, tools, amounts, current priorities, expected results. The investment potential of Europe as a key to return on the path of economic growth. European Green Deal and green investments. The future of cohesion policy. Poland and other economies of the region as the “permanent beneficiaries”? What changes should we be prepared for?

Debate participants (alphabetical list):

- **Marcin Baron**, Assistant Professor, Uniwersytet Ekonomiczny
- **Jakub Chelstowski**, Marshal of the Silesian Voivodeship
- **Małgorzata Jarosińska-Jedynak**, Minister for Development Funds and Regional Policy, Poland
- **Jan Olbrycht**, Member of the European Parliament [online]
- **Kiejstut Žagun**, Director, Tax Advisory Department, Head of Innovation, Discounts and Grants Team, KPMG

Moderation:

- **Łukasz Lipiński**, Deputy Editor-in-Chief, Polityka.pl

PLENARY SESSION

2 September 2020 | 12.30-14.00 | Banquet Hall B

Economy in recession

The economy of Poland and other countries from the region in the time of the economic slowdown and decreasing demand. Forecasts and predictions. Alleviating factors, growth drivers and financial instruments for “lean years”? What does the economy need for a quick recovery? To whom, how much and how – the role of the state in stimulating positive events in a weak economy. Possibilities and costs vs. the condition of public finances. Are we getting into debts? Public finances security, stabilisers, debt servicing.

Debate participants (alphabetical list):

- **Piotr Arak**, Director, Polish Economic Institute (PIE)
- **Paweł Borys**, President of the Management Board, Polish Development Fund Group
- **Eugeniusz Gatnar**, Member of the Monetary Policy Council, National Bank of Poland
- **Wojciech Kostrzewa**, President of the Management Board, Polish Business Roundtable [online]
- **Tadeusz Kościński**, Minister of Finance, Poland
- **Andrzej Malinowski**, President, Employers of Poland [online]
- **Gertruda Uścińska**, President, Social Insurance Institution (ZUS) [online]
- **Mateusz Walewski**, Head of Research and Analysis Office, Bank Gospodarstwa Krajowego (BGK)

Moderation:

- **Jacek Ziarno**, Editor-in-Chief, "Nowy Przemysł" Economic Magazine

PLENARY SESSION
2 September 2020 | 12.30-14.00 | Banquet Hall C
Digital era economy

Trends determining the direction and pace of the digital transition of the economy. Their influence on industries, managements, relationships with customers and economic efficiency

- Infrastructure and systems, people and their competences in the view of accelerating transition
- Rapid development of e-commerce. Modern consumer amid restrictions and opportunities
- Sharing, diversification, the openness of systems, civic engagement
- Digitalisation of the financial sector
- How to provide cybersecurity? The role of technologies, regulations and administration
- What laws support new business models?

Debate participants (alphabetical list):

- **Dominika Bettman**, President of the Management Board, Siemens Poland
- **Brunon Bartkiewicz**, President of the Management Board, ING Bank Śląski [online]
- **Wojciech Kamieniecki**, President, National Centre for Research and Development
- **Przemysław Koch**, Plenipotentiary of the Minister of Finance for Informatization, Ministry of Finance, Poland
- **Piotr Łuba**, CEE Consulting Leader, PwC
- **Grégoire Nitot**, CEO, Founder, Sii Poland [online]
- **Tomasz Suchański**, President of the Management Board, Żabka Poland [online]

Moderation:

- **Wojciech Kuśpik**, President of the Management Board, PTWP, Initiator of the European Economic Congress
- **Jowita Michalska**, President, Digital University Foundation, Singularity University Warsaw

ENERGY AND CLIMATE
2 September 2020 | 12.30-14.00 | Lecture Hall
Challenges for the Polish energy sector – green transition

The energy sector and its transition – significance for the implementation of the idea of sustainable economy.

- The structure of the global energy sector – its influence on natural environment and climate change
- New business models in the energy sector vs. the achievement of ambitious goals and compliance with standards, among others regulating the percentage of renewables in the energy mix
- Costs and other conditions of investing in low-carbon energy sources. The maturity of green technologies – how to provide stable supply of energy
- The role of knowledge, innovation, education and social awareness in energy transition. Technologies leading the direction and pace of transition in the nearest future
- The dynamics of the transition of the national energy sector. The target for the Polish energy mix.

Debate participants (alphabetical list):

- **Adam B. Czyżewski**, Chief Economist, PKN ORLEN
- **Rafał Gawin**, President, Energy Regulatory Office [online]
- **Michał Kurtyka**, Ministry of Climate, Polska [online]
- **Jerzy Kwieciński**, President of the Management Board, PGNiG
- **Paweł Jan Majewski**, President of the Management Board, LOTOS Group
- **Jarosław Wajjer**, Partner, Business Consulting Department, Leader of Consultancy for the Energy Sector, EY
- **Dawid Zieliński**, President of the Management Board, Columbus Energy

Moderation:

- **Zbigniew Kozłowski**, Partner, Attorney-at-Law, Head of the Department of Environmental Protection and Projects, DWF Poland

EEC TALKS
2 September 2020 | 12.10-14.00 | Multifunctional Hall G
Economy, people, technologies - EEC talks
12.10-12.25
One-to-one interview (15')

- **Jarosław Gowin**, President, Porozumienie, Vice-President of the Council of Ministers, Minister of Science and Higher Education (2015-2020) | **Rafał Kerger**, Economic Journalist, Editor-in-Chief, WNP.PL, PulsHR.pl, PortalSamorzadowy.pl

12.30-12.45

One-to-one interview (15')

- **Jakub B. Bączek**, President, Mental Power | **Karolina Markowska**, Journalist, WNP.PL

12.50-13.05

One-to-one interview (15')

- **Kazimierz Karolczak**, Chairman of the Management Board, Metropolitan Association of Upper Silesia and Dąbrowa Basin | **Piotr Wiewióra**, Journalist, PortalSamorzadowy.pl

13.10-13.25

One-to-one interview (15')

- **Krzysztof Pietraszkiewicz**, President of the Polish Banks Association | **Bartosz Dyląg**, Journalist, PortalSamorzadowy.pl

13.30-13.45

One-to-one interview (15')

- **Piotr Patkowski**, Undersecretary of State, Chief Spokesperson of Public Finance, Ministry of Finance, Poland | **Adam Sierak**, Editor, WNP.PL

13.50-14.00

One-to-one interview (15')

- **Marcin Wilk**, President of the Board, Silesian Development Fund | **Tomasz Klyta**, Journalist, PortalSamorzadowy.pl

ENERGY AND CLIMATE

2 September 2020 | 14.30-16.00 | Multifunctional Hall D

Renewable energy in Poland, Europe and in the world

Renewable, efficient and cheap? Renewable energy sources in the current business and technological context. The increase in availability, decrease of costs, development of technologies – a stable trend? The role of IT, data management and smart grid. Digital giants in the new energy sector? Renewable energy sources in Poland – the situation of private and institutional investors; perspectives and opportunities. Renewable energy sources on the power market. Support, regulations and legal conditions for the development of renewable energy sources.

Debate participants (alphabetical list):

- **Janusz Gajowiecki**, President of the Management Board, Polish Wind Energy Association
- **Rafał Gawin**, President, Energy Regulatory Office [online]
- **Agnieszka Kulińska**, Partner, Dentons
- **Bartłomiej Pawlak**, Vice-President of the Management Board, Polish Development Fund Group [online]
- **Joanna Wis-Bielewicz**, Market Developer, Ørsted Poland
- **Grzegorz Wiśniewski**, President of the Management Board, EC BREC Institute for Renewable Energy
- **Ireneusz Zyska**, Secretary of State, Government Plenipotentiary for Renewable Energy Sources, Ministry of Climate, Poland

Moderation:

- **Edwin Bendyk**, Journalist, Publicist, Polityka

SOCIETY – ECONOMY

2 September 2020 | 14.30-16.00 | Multifunctional Hall E

Building a multigenerational company

Family businesses in the pandemic. Experience from previous crises as a value in new reality. Family relationships, mutual support. Succession in a company. Millennials and Generation Z as prospective successors. Cultural differences, values and worldviews, management models. How to organize succession? Foundations of a family business in volatile times. How to create a company that will last generations?

Debate participants (alphabetical list):

- **Wojciech Fedoruk**, Senior Expert on Asset Planning, BNP Paribas Bank [online]
- **Adam Kenkel**, President of the Management Board, Werner Kenkel [online]
- **Leszek Kaszuba**, Co-Owner, President of the Management Board, JAMALEX [online]
- **Irena Kurdziel**, Vice-President for Finance, KOTRAK
- **Adrianna Lewandowska**, President, Family Business Institute Poland [online]
- **Jacek Lipiec**, Warsaw School of Economics [online]

Moderation:

- **Roman Wieczorek**, Member of the Programme Board, Family Business Institute Poland

PLENARY SESSION

2 September 2020 | 14.30-16.00 | Multifunctional Hall F

European Green Deal

European Green Deal as a strategy of economic growth. How is the European Green Deal going to transform the economy and everyday lives of Europeans?

- Revolution in the energy sector and industry. Raw materials, fuels and other resources vs. goals of the European Green Deal
- Civil engineering, farming, transport and mobility – time of profound changes
- Development of technologies in support of a sustainable transformation of the economy
- Life without waste. Europe as a leader of the closed circuit economy?

- Financing the European Green Deal. Tools and mechanisms. Social acceptance of the costs
- Does green always win? European ambitions vs. economic development and competitiveness

Debate participants (alphabetical list):

- **Adam B. Czyżewski**, Chief Economist, PKN ORLEN
- **Wojciech Kamieniecki**, President, National Centre for Research and Development
- **Marcin Korolec**, Minister for the Environment (2011-2013), President, Electric Vehicles Promotion Foundation
- **Robert Perkowski**, Vice-President of the Management Board for Operations, PGNiG

Moderation:

- **Kalina Olejniczak**, Journalist, PortalSamorzadowy.pl, WNP.PL

FINANCE

2 September 2020 | 14.30-16.00 | Banquet Hall A

Managing public finances and insurance protection of assets of local government units

Budgets of local governments in difficult times – rational management, safety and stability, active insurance protection.

- The model of mutuality in insurance. Adapting the coverage to current needs of local government units.
- Risk management – cooperation and prevention. The role of insurance companies in a crisis (threat of an epidemic, natural disasters, cyber threats)
- The process of loss settlement. The role of a broker in insuring a local government unit.

Debate participants (alphabetical list):

- **Daniel Beger**, Mayor of Świętochłowice
- **Mieczysław Kieca**, Mayor of Wodzisław Śląski
- **Rafał Kiliński**, President of the Management Board, Towarzystwo Ubezpieczeń Wzajemnych Polski Zakład Ubezpieczeń Wzajemnych (TUW PZUW)
- **Jacek Lisowski**, Head, Department of Insurance, Poznań University of Economics
- **Magdalena Wojtczak**, Vice-President of the Management Board, Maxima Fides

Moderation:

- **Agnieszka Widera-Ciochoń**, Deputy Editor-in-Chief, PortalSamorzadowy.pl

INTERNATIONAL ECONOMIC COOPERATION

2 September 2020 | 14.30-16.00 | Banquet Hall B

Trade, geopolitics, practice

Situation in international trade in time of the pandemic and recovery of economics. Protectionist tendencies. How do instability, conflicts and trade wars influence the economy? How to effectively operate on the global market in volatile circumstances? Support for investors and exporters – tools adequate to the situation. Open and competitive Europe – how to protect the free market against politically supported domination and unfair competition?

Speech:

- **Greg Hands**, Minister for Trade Policy in the Department for International Trade, United Kingdom [online]

Debate participants (alphabetical list):

- **Greg Hands**, Minister for Trade Policy in the Department for International Trade, United Kingdom [online]
- **Piotr Jabłoński**, Director, Trade Finance Department, BNP Paribas Bank [online]
- **Tadeusz Kościński**, Minister of Finance, Poland
- **Piotr Kuba**, Vice-President for Investments, PFR Investment Fund Company
- **Patrycja Pendrakowska**, President of the Management Board, Boym Institute
- **Hanna Stypułkowska-Goutierre**, Honorary President, PolChambers - Polish Chambers of Commerce Abroad
- **Wiesław Żyznowski**, President of the Management Board, Mercator Medical

Moderation:

- **Weronika Achramowicz**, Partner, Baker McKenzie

FINANCE

2 September 2020 | 14.30-16.00 | Banquet Hall C

The banking sector

Banks in the new situation. Their role in distributing financial support for businesses. Models of relationships with customers – digital shock. The current condition of the sector vs. the security of the entire economy. Costs of credit risk. Strategies of banks in the face of a worsening situation of their customers. Forecasts for the banking sector – threats, risk factors, protection mechanisms.

Debate participants (alphabetical list):

- **Brunon Bartkiewicz**, President of the Management Board, ING Bank Śląski [online]
- **Paweł Borys**, President of the Management Board, Polish Development Fund Group [online]
- **Zbigniew Jagiełło**, President of the Management Board, PKO Bank Polski [online]
- **Radosław Kwiecień**, Member of the Management Board, Bank Gospodarstwa Krajowego (BGK) [online]
- **Adam Pers**, Vice-President of the Management Board, Head of Corporate & Investment Banking, mBank [online]
- **Krzysztof Pietraszkiewicz**, President of the Management Board, Polish Bank Association
- **Artur Szeski**, Senior Director, EMEA Financial Institutions Ratings, Fitch Ratings [online]
- **Emil Ślązak**, acting President of the Management Board, BOŚ Bank [online]
- **Jerzy Śledziwski**, Vice-President of the Management Board, BNP Paribas Bank Poland [online]

Moderation:

- **Przemysław Paprotny**, Partner, Financial Sector Leader, PwC Poland

HEALTHCARE

2 September 2020 | 14.30-16.00 | Lecture Hall**Health care system and economy**

The economic meaning of an efficient health care system. How has the pandemic affected issues related to financing? Reanimating health care – a difficult experience. Drug safety of a country – new approach? Faces of a digital revolution in medicine – from a smart phone app to Artificial Intelligence.

Debate participants (alphabetical list):

- **Beata Drzazga**, President of the Management Board, Betamed
- **Małgorzata Gałązka-Sobotka**, Director, Institute of Healthcare Management, Łazarski University, Vice-President of the Council, National Health Fund (NFZ) [online]
- **Grzegorz Gielera**, Director, Military Institute of Medicine
- **Grzegorz Juszczak**, Director, National Institute of Public Health - National Institute of Hygiene [online]
- **Barbara Misiewicz-Jagiela**, Director of External Relations, Polpharma Group, Vice-President of the Management Board, Polish Association of Pharmaceutical Industry Employers (PZPPF)
- **Tomasz Pasiewicz**, Partner, Deal Advisory Department, Head of M&A Team, KPMG
- **Andrzej Sośnierz**, Member of the Polish Parliament, Deputy Chairman, Sejm Health Committee

Moderation:

- **Wojciech Kuta**, Editor-in-Chief, 'Rynek Zdrowia'

EEC TALKS

2 September 2020 | 14.30-16.00 | Multifunctional Hall G**Economy, people, technologies - EEC talks**

14.30-14.50

One-to-one interview (15')

- **Paweł Jan Majewski**, President of the Management Board, LOTOS Group | **Aleksandra Helbin**, Journalsit, WNP.PL

15.25-15.40

One-to-one interview (15')

- **Stanisław Szwed**, State Secretary, Ministry of Family, Labour and Social Policy | **Justyna Koc**, Journalist, PulsHR.pl

CITY, METROPOLE, REGION

2 September 2020 | 16.30-18.00 | Multifunctional Hall D**Public transport – rocky road to revolution**

A step back – public or individual transport? Financial, legal and health conditions for the functioning of public transport providers in cities. The place of the passenger. Normalising demand under the pressure of restrictions. Green Deal in the public transport. Regional railways as an opportunity for municipal public transport. Necessary investments in infrastructure, synchronisation with other means of transport. Monorail, metro, eco-friendly rolling stock, smart technologies – concepts of public transport in cities.

Debate participants (alphabetical list):

- **Marcin Korolec**, Minister for the Environment (2011-2013), President, Electric Vehicles Promotion Foundation
- **Grzegorz Kwitek**, Member of the Management Board, Metropolitan Association of Upper Silesia and Dąbrowa Basin
- **Bogumił Sobuła**, Deputy Mayor of Katowice
- **Maciej Tarasiuk**, Senior Investment Director, Aberdeen Standard Investments
- **Robert Tomanek**, Department of Transport, Rector in 2016-2020, University of Economics in Katowice
- **Rafał Weber**, Secretary of State, Ministry of Infrastructure, Poland [online]

Moderation:

- **Michał Wroński**, Editor, PortalSamorzadowy.pl, WNP.PL

TRANSPORT AND MOBILITY

2 September 2020 | 16.30-18.00 | Multifunctional Hall E**Drones in the economy**

Drones as European and Polish specialisation. Conditions for the development of drone technologies – market, legal, technical.

- The influence of EU regulations on the drone sector. Poland as a leader in the implementation of drone traffic management system
- The potential of the Polish drone sector. The Polish Drone Valley
- Digital infrastructure for drones – UTM and 5G.
- Integrating drones with a municipal transport network
- Commercial applications of drone technologies. Drones in the industry, logistics, farming, and security systems

Debate participants (alphabetical list):

- **Dawid Bielecki**, Member of the Management Board, Flytronic SA | Grupa WB
- **Małgorzata Darowska**, Plenipotentiary of the Minister of Infrastructure for Unmanned Aerial Vehicles and the Central European Drone Demonstrator Programme [online]
- **Janusz Janiszewski**, acting President, Polish Air Navigation Services Agency (PANSZA)

- **Kazimierz Karolczak**, Chairman of the Management Board, Metropolitan Association of Upper Silesia and Dąbrowa Basin
- **Paweł Korzec**, President, Drone Radar
- **Marcin Kraska**, Vice-President for Research and Development, Research Network Łukasiewicz [online]
- **Piotr Samson**, President, Civil Aviation Authority [online]

Moderation:

- **Tomasz Klyta**, Journalist, PortalSamorzadowy.pl

FINANCE

2 September 2020 | 14.30-16.00 | Multifunctional Hall F

Financing the economy

Anti-crisis measures and then what? Economy after the crisis. Access to financial resources under reconstruction. Needs, possibilities of the financial sectors, tools and risk assessment. Promising industries from the perspective of an investor. What about the financing of innovations? Funds for green investments. Public and EU funding.

Debate participants (alphabetical list):

- **Michał Bolesławski**, Vice-President of the Management Board, ING Bank Śląski [online]
- **Wojciech Kamieniecki**, President, National Centre for Research and Development
- **Krzysztof Krawczyk**, Partner, CVC Capital Partners
- **Marek Niedużak**, Undersecretary of State, Ministry of Economic Development, Poland [online]
- **Piotr Patkowski**, Undersecretary of State, Chief Spokesperson of Public Finance, Ministry of Finance, Poland
- **Krzysztof Szubert**, President of the Management Board, NCBR Investment Fund ASI, Secretary of State in the Ministry of Digital Affairs and Government Plenipotentiary for the Digital Single Market (2017-2018)

Moderation:

- **Alina Wołoszyn**, Partner, Head of Deal Advisory Department and Finance and Infrastructure Team, KPMG

INVESTMENT, MANAGEMENT

2 September 2020 | 16.30-18.00 | Banquet Hall A

Foreign investments

30 years of foreign investments in Poland – balance, evolution, prospects. Poland's strong sides in the eyes of investors – today and tomorrow. Nearshoring and other trends of the time of recession. Time for shortening global production chains as a chance for Polish partners and subcontractors. What investments does the Polish economy need the most?

Debate participants (alphabetical list):

- **Marcin Bazylak**, Mayor of Dąbrowa Górnicza
- **Tomasz Buras**, CEO, Savills
- **Grażyna Ciurzyńska**, acting President, Polish Investment and Trade Agency
- **Ewa Łabno-Fałęcka**, Director for Communication and External Relations, Mercedes-Benz Poland [online]
- **Ołga Ewa Semeniuk**, Undersecretary of State, Ministry of Economic Development, Poland [online]
- **Jacek Siwiński**, President of the Management Board, VELUX Poland
- **Janusz Michałek**, President of the Management Board, Katowice Special Economic Zone
- **Marcin Nowak**, President of the Management Board, ABSL

Moderation:

- **Jacek Ziarno**, Editor-in-Chief, "Nowy Przemysł" Economic Magazine

ENERGY AND CLIMATE

2 September 2020 | 16.30-18.00 | Banquet Hall B

The future of natural gas in Europe

The European natural gas market – facts and figures. Gas infrastructure in Europe vs. the safety of member states and the entire EU. Unresolved disagreements, conflicts of interest – Nord Stream 2 as a lesson. The Polish example – from dependency to sovereignty. Natural gas in energy technology – a way of reducing emissions. Financing investments from the perspective of natural gas in the context of EU climate policy.

Debate participants (alphabetical list):

- **Jerzy Kwieciński**, President of the Management Board, PGNiG
- **Janusz Steinhoff**, Chairman of the Council, National Chamber of Commerce, Deputy Prime Minister, Minister of Economy of Poland (1997–2001)
- **Tomasz Stępień**, President, GAZ-SYSTEM
- **Piotr Zawistowski**, President of the Management Board, Polish Power Exchange

Moderation:

- **Dariusz Malinowski**, Journalist, 'Nowy Przemysł' Economic Magazine, WNP.PL

SOCIETY – ECONOMY

2 September 2020 | 16.30-18.00 | Banquet Hall C

Employee Capital Plans in new reality

The experience of the first stage of the programme implementation. The pandemic made changes to the schedule necessary. Simplified procedures of the anti-crisis package. Autumn cumulation of the implementation of stages 2 and 3. Are SMEs ready? The influence of the economic slowdown on participation in Employee Capital Plans. The expected participation rate. The significance of covering public institutions (stage 4).

Speech:

- **Rafał Benecki**, Chief Economist, ING Bank Śląski

Debate participants (alphabetical list):

- **Rafał Benecki**, Chief Economist, ING Bank Śląski
- **Paweł Jaroszek**, Member of the Management Board, Social Insurance Institution (ZUS) [online]
- **Bartosz Marczuk**, Vice-President of the Management Board, Polish Development Fund Group [online]
- **Waldemar Markiewicz**, President of the Management Board, Chamber of Brokerage Houses
- **Tomasz Orlik**, Vice-President for Operations, PFR Investment Fund Society [online]
- **Jarosław Skorulski**, President of the Management Board, BNP Paribas Investment Fund Company [online]
- **Stanisław Szwed**, State Secretary, Ministry of Family, Labour and Social Policy
- **Paweł Wojciechowski**, Director, Whiteshield Partners, Economist, Minister of Finance (2006) [online]

Moderation:

- **Dominika Sikora**, Deputy Editor-in-Chief, Dziennik Gazeta Prawna

CITY, METROPOLE, REGION

2 September 2020 | 16.30-18.00 | Lecture Hall

Budgets of local governments. 'Local' Poland in a new situation

The tightest budgets in the history of local government in Poland. Limited revenues, new costs and needs. Should local governments borrow money? If yes, how? Local government investments under threat. Need for change – what about the Robin Hood tax? Is this the time for a tax revolution – the participation of local governments in VAT, increased participation in PIT, *ad valorem* tax? The role of local government in present-day Poland - the greatest threats and opportunities.

Debate participants (alphabetical list):

- **Waldemar Bojarun**, Deputy Mayor of Katowice
- **Marcin Futera**, Public Sector Lending, European Investment Bank (EIB) [online]
- **Mieczysław Kieca**, Mayor of Wodzisław Śląski
- **Izabela Leszczyna**, Member of the Polish Parliament, Secretary of State in the Ministry of Finance (2013-2015) [online]
- **Lucjusz Nadbereżny**, Mayor of Stalowa Wola
- **Paweł Szefernaker**, Secretary of State, Ministry of the Interior and Administration, Poland [online]
- **Sebastian Wiatr**, Director, Corporate Insurance Office, Management Board Representative, Towarzystwo Ubezpieczeń Wzajemnych Polski Zakład Ubezpieczeń Wzajemnych (TUW PZUW)
- **Arkadiusz Wiśniewski**, Mayor of Opole

Moderation:

- **Rafał Kerger**, Economic Journalist, Editor-in-Chief, WNP.PL, PulsHR.pl, PortalSamorzadowy.pl

EEC TALKS

2 September 2020 | 16.30-18.00 | Multifunctional Hall G

Economy, people, technologies - EEC talks

16.30-16.45

One-to-one interview (15')

- **Agatha Kratz**, Deputy Director, Rhodium Group [online] | **Patrycja Pendrakowska**, CEO, Boym Institute

ACCOMPANYING EVENTS

2 September 2020 | 19:30 | Lecture Hall

Investor without borders

A project consisting in granting honorary titles to extraordinary foreign investors in Poland and successful Polish investors abroad. The primary goal of this undertaking is promoting exemplary relationships – transparent, based on the idea of partnership, reliability and responsibility – between investors, the market and administration.

3 September 2020

INTERNATIONAL ECONOMIC COOPERATION

3 September 2020 | 9.30-11.00 | Multifunctional Hall D

Protectionism, patriotism, the market

Protect what is ours – how to take care of own potential without violating free market principles? Examples from different industries and sector of the economy. Rational and failed actions, reactions, consequences. Countervailing charge, digital tax and other measures taken by the EU with the view of protecting the market and balancing chances. Inshoring, reshoring – are production processes being transferred back home? A trend of the time of the pandemic – how long will it last? Shortening supply chains as a means of minimising risk.

Debate participants (alphabetical list):

- **Krzysztof Domarecki**, President of the Management Board, Selena FM
- **Katarzyna Dubno**, Vice-President of the Management Board, Polish Association of Pharma Industry Employers (PZPPF), Director of External Relations and Health Economics, Adamed Pharma
- **Tadeusz Kościński**, Minister of Finance, Poland
- **Janusz Kowalski**, Secretary of State, Government Plenipotentiary for the Reform of Ownership Supervision over State-Owned Companies
- **Przemysław Lutkiewicz**, Vice-President of the Management Board, LPP
- **Tomasz Łątka**, Member of the Management Board, Apator, President of the Management Board, Apator Elkotech

- **Michał H. Mrozek**, Vice-President of the Management Board, ING Bank Śląski

Moderation:

- **Adam Czerniak**, Chief Economist, Research Director, Polityka Insight

DIGITALISATION. NEW TECHNOLOGIES

3 September 2020 | 9.30-11.00 | Multifunctional Hall E

Cloud in business, business in cloud

(common session of the European Economic Congress and European Tech & Start-up Days)

Cloud computing – key element of the 4th industrial revolution. Cloud technologies. Business on demand – the potential of technology vs. companies' ability to implement cloud solutions. The level of absorption and value of the market. Public, private and hybrid cloud. Investments of global major players – does Poland stand a change of becoming a regional leader?

Debate participants (alphabetical list):

- **Adam Czuchaj**, Head of IT, X-Trade Brokers Dom Maklerski [online]
- **Robert Perkowski**, Vice-President of the Management Board for Operations, PGNiG
- **Antoni Rytel**, Deputy Director, GoryTech Poland Programme
- **Sławomir Soszyński**, Vice-President of the Management Board, ING Bank Śląski [online]
- **Krzysztof Szubert**, President of the Management Board, NCBR Investment Fund ASI, Secretary of State in the Ministry of Digital Affairs and Government Plenipotentiary for the Digital Single Market (2017-2018)
- **Anna Wujec**, Head for Digitalization, Industrial Automation Business, ABB Poland

Moderation:

- **Paweł Szygulski**, Journalist, WNP.PL, 'Nowy Przemysł' Economic Magazine

EUROPEAN TECH AND START-UP DAYS

3 September 2020 | 9.30-11.00 | Multifunctional Hall F

The day after tomorrow. Predicting the future of business.

No boundaries? Globalisation, the prevalence of the Internet, remote economy.

No place for slackers. Educational breakthrough and demand for new competences?

Zero waste. Green strategies – stable business perspective?

No ownership. "Using" rather than "having". Opportunities for smaller companies?

No people. The invasion of machines and robots. Work as a privilege?

No inhibitions. Poland, the world and top technologies – who is slowing down and who will accelerate?

HOST: **Adam Sierak**, redaktor, WNP.PL

Opening:

- **Izabela Domogała**, Member of the Management Board of the Silesian Voivodeship
- **Wojciech Kuśpik**, President of the Management Board, PTWP, Initiator of the European Economic Congress

Debate participants (alphabetical list):

- **Lech Kaniuk**, CEO, SunRoof [online]
- **Michał Kot**, Head of Sales, Digital Industries, Siemens Poland
- **Jowita Michalska**, President, Digital University Foundation, Singularity University Warsaw
- **Maciej Noga**, Chairman of the Supervisory Board, Grupa Pracuj, Managing Partner, Pracuj Ventures
- **Kacper Nosarzewski**, Partner, 4CF
- **Aleksandra Przegalińska-Skierkowska**, Philosopher, Futurologist, Publicist, MINDS (Management in Networked and Digital Societies), Kozminski University in Warsaw, Associate Researcher, American Institute for Economic Research [online]

Moderation:

- **Jarosław Sroka**, Member of the Management Board, Kulczyk Investments

INVESTMENTS, MANAGEMENT

3 September 2020 | 9.30-11.00 | Banquet Hall A

Construction sector in the new reality

Infrastructural investments in the new 2021-2027 EU budget. Local government and private investors in the situation of a dramatic economic slowdown. The new 2021 Public Procurement Law and the new system of contracts valorisation. The market of commercial and residential investments – current trends. Technological development in construction. Robotisation, digitalisation, prefabrication. Closed circuit economy on a construction site. The construction sector vs. the labour market.

Debate participants (alphabetical list):

- **Arnold Bresch**, Member of the Board, Director of Investment Execution, PKP Polskie Linie Kolejowe
- **Andrzej Losor**, Member of the Management Board, Sales and Marketing Development Director, Górażdże Cement
- **Artur Popko**, Vice-President of the Management Board, COO, Budimex
- **Jacek Siwiński**, President of the Management Board, VELUX Poland
- **Marita Szustak**, President, Land Transport Chamber of Commerce
- **Tomasz Żuchowski**, acting General Director, National Roads and Motorways

Moderation:

- **Tomasz Elźbieciak**, Journalist, WNP.PL, 'Nowy Przemysł' Economic Magazine

ENERGY AND CLIMATE

3 September 2020 | 9.30-11.00 | Banquet Hall B

Offshore – wind from the sea

The potential of offshore wind farms – the Baltic Sea and the North Sea. The evolution of technology. Investments: costs, efficiency, return on invested capital. Polish strategy for the development of offshore wind farms. Legal framework, capabilities, interested investors. Energy islands - innovative approach to wind energy. The national sector of production for offshore – how to utilize the potential and experience?

Debate participants (alphabetical list):

- **Zbigniew Gryglas**, Deputy Minister of State Assets, Plenipotentiary for Offshore Wind Energy Development, Ministry of State Assets, Poland
- **Monika Morawiecka**, President of the Management Board, PGE Baltica [online]
- **Krzysztof Kidawa**, President of the Management Board, Baltic Power
- **Michał Piekarski**, Counsel, Baker McKenzie
- **Paweł Przybylski**, Managing Director, Siemens Gamesa Renewable Energy
- **Agata Staniewska**, Manager, Market Development Poland, Ørsted

Moderation:

- **Dominik Brodacki**, Energy Analyst, Polityka Insight

TRANSPORT AND MOBILITY

3 September 2020 | 9.30-11.00 | Banquet Hall C

Transport strategy for Poland

Domestic priorities, goals of EU transport policy, new investment in the region. Changes in the flow of goods, the reconstruction of logistic chains. Sustainable transport and the question of emissions in the context of the Polish reality. The influence of regulations on the competitiveness of railway. Optimal density of roads and railway tracks. Concluding key infrastructural investments – expected results of the “closing” of the network. Prospects for air transport. The development of the Polish port infrastructure at the Baltic Sea – private and state investments. The importance of the Central Transport Hub for the Polish transport system.

Debate participants (alphabetical list):

- **Andrzej Adamczyk**, Minister of Infrastructure, Poland
- **Marek Cywiński**, President, Kapsch Telematic Services
- **Jakub Majewski**, President of the Management Board, ‘Pro Kolej’ Foundation
- **Ireneusz Merchel**, President of the Management Board, PKP Polskie Linie Kolejowe
- **Sławomir Michalewski**, Vice-President of the Management Board for Finance, Port of Gdańsk Authority
- **Krzysztof Niemiec**, Vice-President of the Management Board, Track Tec
- **Jana Pieriegud**, Department of Transport, Warsaw School of Economics
- **Marek Staszek**, President of the Management Board, DB Cargo Poland
- **Grzegorz Witkowski**, Undersecretary of State, Ministry of Maritime Economy and Inland Navigation

Slide:

- **Krzysztof Niemiec**, Vice-President of the Management Board, Track Tec

Moderation:

- **Marcin Piasecki**, Journalist, Rzeczpospolita

ENERGY AND CLIMATE

3 September 2020 | 9.30-11.00 | Lecture Hall

European Green Deal and Just Transition

European Green Deal in the face of new challenges and opportunities.

- Modern, resource-efficient, climate-neutral and competitive economy. European ambitions and obligations vs. differences between the Member States
- Investments and innovations supporting green transition and their financing
- EU support for communities and regions that are most vulnerable to the consequences of the transition. Just Transition Mechanism – opinions and comments, expectations and concerns. Just Transition in coal regions in Poland – opportunities, plans and projects.

Speech (15’):

- **Frans Timmermans**, Executive Vice-President for the European Green Deal, European Commission (15’) [online]

I part | Debate participants (alphabetical list):

- **Jadwiga Emilewicz**, Deputy Prime Minister, Minister of Development, Poland [online]
- **Michał Kurtyka**, Ministry of Climate, Polska [online]
- **Frans Timmermans**, Executive Vice-President for the European Green Deal, European Commission [online]

II part | Debate participants (alphabetical list):

- **Jakub Chelstowski**, Marshal of the Silesian Voivodeship
- **Jadwiga Emilewicz**, Deputy Prime Minister, Minister of Development, Poland [online]
- **Dawid Jakubowicz**, President of the Management Board, Ciech
- **Michał Kurtyka**, Ministry of Climate, Polska [online]
- **Mirosław Proppé**, President, WWF Poland Foundation
- **Frans Timmermans**, Executive Vice-President for the European Green Deal, European Commission [online]

Moderation:

- **Jerzy Buzek**, Member of the European Parliament, President of the European Parliament (2009–2012); Prime Minister of the Republic of Poland (1997–2001); Chairman of the Programme Board of the EEC

CITY, METROPOLE, REGION

3 September 2020 | 9.30-11.00 | Multifunctional Hall G

World... and the city

Towards the 11th World Urban Forum – Katowice 2022. Importance of the event and the organisational challenge. The role of a host: How to prepare for the summit? An overview of current problems and challenges for cities and urbanised areas, which are characteristic of Poland, Europe and the Central and Eastern European region. Just and sustainable transition of cities in the face of challenges such as climate change and suburbanisation processes.

Development of the adaptive capacity of urban structures and communities in the context of rapid changes taking place in economic and social reality.

Promoting the idea of smart city. In what ways can Poland and Europe benefit from the WUF11?

Debate participants (alphabetical list):

- **Małgorzata Jarosińska-Jedynak**, Minister for Development Funds and Regional Policy, Poland
- **Marcin Krupa**, Mayor of Katowice
- **Jerzy Kwieciński**, Minister of Investment and Economic Development (2018-2019), President of the Management Board, PGNiG [online]
- **Maimunah Mohd Sharif**, Executive Director, United Nations Human Settlements Programme (UN-Habitat) [online]
- **Wallis Goelen Vandebroek**, Senior Expert for Inclusive Growth, Urban and Territorial Development, European Commission [online]
- **Kamil Wyszowski**, Representative, President, UN Global Compact Network Poland

Moderation

- **Karol Janas**, Head, Obserwatorium Polityki Miejskiej, (IRMiR)

DIGITALISATION. NEW TECHNOLOGIES

3 September 2020 | 11.30-12.15 | Multifunctional Hall D

5G – time for digital motorways

New generation network as a future of communication and condition for digital transformation. What is at stake? Benefits of developing 5G network. Using the possibilities of 5G in the development of an e-state. New expectations in the face of the crisis – business, education, smart economy. Who is already “5G ready”? Tenders and the financing of its development. Most advanced commercial executions. The safety of the infrastructure.

Debate participants (alphabetical list):

- **Jakub Borkowski**, Business Development Director and 5G Wireless Solution Architect for CEE&Nordic Region, Huawei
- **Anna Katarzyna Nietyksza**, President of the Management Board, Cloud Community Europe Polska
- **Borys Stokalski**, Member of the Council, Rethink, Polish Chamber of Information Technology and Telecommunications
- **Jerzy Żurek**, Director, National Institute of Telecommunications

Moderation:

- **Paweł Szygulski**, Journalist, WNP.PL, ‘Nowy Przemysł’ Economic Magazine

DIGITALISATION. NEW TECHNOLOGIES

3 September 2020 | 12.15-13.00 | Multifunctional Hall D

The Internet of Things

(common session of the European Economic Congress and European Tech & Start-up Days)

IoT and the digital transition of the economy. IoT Flow, i.e. the communication of machines and systems – how do we benefit from it? The industrial Internet of Things and the idea of a smart factory under development. Germ-free production – a permanent tendency? IoT in the city, commerce, services, farming and healthcare.

Debate participants (alphabetical list):

- **Piotr Czekalski**, Assistant Professor, Silesian University of Technology
- **Jacek Królik**, CEO, VersaBox
- **Bartosz Majewski**, Co-Founder, Chairman, Software Development Association Poland
- **Krzysztof Radziwon**, Partner, Head of Business Consulting, KPMG
- **Marcin Trzeciński**, President of the Management Board, Mirror Investment

Moderation:

- **Paweł Szygulski**, Journalist, WNP.PL, ‘Nowy Przemysł’ Economic Magazine

DIGITALISATION. NEW TECHNOLOGIES

3 September 2020 | 11.30-13.00 | Multifunctional Hall E

Go Global online – expansion in e-commerce

(common session of the European Economic Congress and European Tech & Start-up Days)

The rise of the phoenix – e-commerce as the beneficiary of the pandemic-inflicted crisis. Marketplace – a natural place for the development of global sales. Everyone wants to bask in the glory of e-commerce but how to stand out from the crowd? Significant resources for the development of e-commerce. How to use them?

Presentation and Q&A (20’):

Scale your startup globally through the UK

- **Bartosz Kozinski**, Director, Foreign Direct Investment, Poland Department for International Trade, British Embassy Warsaw

Debate participants (alphabetical list):

- **Bartosz Balcarek**, Member of the Management Board, Co-Founder, Spox Sox [online]
- **Justyna Bielawska**, Founder, Ragaba
- **Jakub Chmielniak**, Originator, Founder, Lethe (Mr. Gugu & Miss Go brand)
- **Łukasz Dwulit**, Head of Global Expansion, Central Europe and Israel, Alibaba Group [online]
- **Jędrzej Karasek**, Founder, Head for Development and E-commerce, Primavera Parfum
- **Sasha Stockem**, CEO, Nethansa

Moderation:

- **Edyta Kochlewska**, Editor-in-Chief, dlahandlu.pl

ENERGY AND CLIMATE

3 September 2020 | 11.30-13.00 | Multifunctional Hall F**Energy sector, climate, transition**

Energy transition in the world, Europe, Poland. Climate neutrality by 2050 vs. national strategies of member states. Opportunities and barriers on Poland's way to the adoption of the plan. Will the crisis-hit economy stand up to the ambitious challenge? Will the energy transition be a growth stimulus? Security of energy supply and reasonable prices in combination with socially acceptable abandoning of conventional energy sources. The right energy policy; how to complement the energy mix? Nuclear or hydrogen power? Electrification of the economy and zero-emission energy generation based on renewable energy sources – a good way to reach climate neutrality?

Debate participants (alphabetical list):

- **Adam Guibourgé-Czetwertyński**, Undersecretary of State, Ministry of Climate, Poland [online]
- **Katarzyna Kłaczyńska-Lewis**, Associate Partner, EY Law, Advocate, Energy and Environmental Practice Leader [online]
- **Joanna Maćkowiak-Pandera**, President, Energy Forum
- **Monika Morawiecka**, President of the Management Board, PGE Baltica [online]
- **Michał Motylewski**, Managing Counsel, Dentons
- **Grzegorz Należyty**, President of the Management Board, Siemens Energy Poland
- **Paweł Stańczyk**, President of the Management Board, PGNiG TERMIKA
- **Maciej Tarasiuk**, Senior Investment Director, Aberdeen Standard Investments [online]
- **Jadwiga Wiśniewska**, Member of the European Parliament

Moderation:

- **Aleksandra Dziadykiewicz**, Programme Manager, Energy Forum

EUROPEAN TECH AND START-UP DAYS

3 September 2020 r. | 11.30-13.00 | Banquet Hall A**Presentation of 18 finalists in 6 categories of the “Start-up Challenge” organised as part of the European Tech and Start-up Days**

11.30-12:00

CATEGORY 4 HEALTH & BIOTECHNOLOGY Medicine, health, medical technologies, pharmacy, biotechnology

- Biotts
- CUSTOMY
- Genegoggle

12.00-12:30

CATEGORY 6 CLIENT & LIFESTYLE Trade, customer experience, e-commerce, fintech, edutech, gaming, sport, leisure industry

- GGPredict
- Gamehag
- Heavy Kinematic Machines

12.30- 13.00

CATEGORY 2 ENVIRONMENT Environment protection: technologies for climate, ecological farming, smart energy, use of resources, waste processing

- DAC
- Hugo Green Solutions
- NataLab

ENERGY AND CLIMATE

3 September 2020 | 11.30-13.00 | Banquet Hall B**The hydrogen era**

Hydrogen as an alternative to hydrocarbons. The potential of hydrogen from the perspective of storage, stabilizing renewable energy sources and balancing energy systems. Hydrogen energy programmes as in European countries. World leaders in the field of hydrogen technologies and laws supporting the development of this sector. Hydrogen in the process of direct generation of zero-emission electricity. The decarbonating potential of hydrogen in time of climatic crisis. Is the introduction of hydrogen technologies into the energy mix or national industry a chance for accelerating the transition of the Polish energy sector?

Debate participants (alphabetical list):

- **Kazimierz Karolczak**, Chairman of the Management Board, Metropolitan Association of Upper Silesia and Dąbrowa Basin
- **Krzysztof Kochanowski**, Vice-President of the Management Board, CEO, PIME, President of the Management Board, Hydrogen Poland

- **Krzysztof Kubów**, State Secretary, Head of the Political Cabinet of the Prime Minister
- **Daniel Ozon**, Vice-President of the Management Board, Stowarzyszenie Polski Wodór
- **Grzegorz Pawelec**, Research, Innovation and Funding Manager, Hydrogen Europe
- **Sylwia Pawlak**, Head of Innovations, LOTOS Group
- **Arkadiusz Sekściński**, Vice-President of the Management Board for Development, PGNiG
- **Ireneusz Zyska**, Secretary of State, Government Plenipotentiary for Renewable Energy Sources, Ministry of Climate, Poland

Moderation:

- **Tomoho Umeda**, Chairman, Committee on Hydrogen Technologies, Polish Chamber of Commerce

INVESTMENTS, MANAGEMENT

3 September 2020 | 11.30-13.00 | Banquet Hall C

Business in the time of a pandemic

Experience of companies adapting to new reality – key conclusions. Safety guidelines for employees and risk mitigation in practice. Managing a “dispersed” company – how to maintain the continuity of processes. Applicable rules and guidelines of the sanitary inspectorate vs. the nature of companies. Testing employees for COVID-19 – speed, accuracy, reliability. Coordination and cooperation in a crisis: business, health care, local government.

Debate participants (alphabetical list):

- **Anna Bednarska-Czerwińska**, Vice-President of the Management Board, Director of Medical Affairs, Gyncentrum Poland
- **Anna Dela**, Plenipotentiary of the Director for Research and Development, National Institute of Public Health - National Institute of Hygiene [online]
- **Andrzej Korpak**, CEO, Opel Manufacturing Poland, PSA Manufacturing Poland
- **Paweł Panczyj**, Member of the Management Board, ABSL
- **Robert Perkowski**, Vice-President of the Management Board for Operations, PGNiG
- **Klaudia Rogowska**, Director, Leszek Giec Upper-Silesian Medical Centre of the Silesian Medical University in Katowice
- **Jerzy Woźniak**, Deputy Mayor of Katowice

Moderation:

- **Aneta Kaczmarek**, Journalist, WNP.PL, PortalSamorzadowy.pl

TRANSPORT AND MOBILITY

3 September 2020 | 11.30-13.00 | Lecture Hall

Central Transport Hub (CPK)

Design and schedule to be reviewed? The influence of the crisis in the aviation industry on the construction plans of the Central Transport Hub. Strategy for the air industry. Global transport traffic – an economic context of an investment today and tomorrow. An airline hub or a transport hub? The place of Central Transport Hub in the European sky and the European map of logistics. How can the Central Transport Hub transform the Polish rail? Central Transport Hub and related investments vs the. goals of EU Sustainable Transport Strategy.

Presentation (10'):

- Status and implementation of the CPK project. **Mikołaj Wild**, President of the Management Board, Central Transport Hub

Debate participants (alphabetical list):

- **Krzysztof Celiński**, CEO, Siemens Mobility Poland
- **Marcin Horała**, Secretary of State, Government Plenipotentiary for the Central Transport Hub (CPK) for Poland, Ministry of Infrastructure
- **Janusz Janiszewski**, acting President, Polish Air Navigation Services Agency (PANSZA)
- **Ireneusz Merchel**, President of the Management Board, PKP Polskie Linie Kolejowe
- **Jerzy Polaczek**, Member of the Polish Parliament (Sejm), Deputy Chairman, Parliamentary Infrastructure Committee, Minister of Transport and Construction (2006-2007), Minister of Transport (2006–2007), Poland
- **Artur Tomasiak**, President of the Management Board, Upper Silesian Aviation Group, President of the Management Board, Górnośląskie Towarzystwo Lotnicze
- **Mikołaj Wild**, President of the Management Board, Central Transport Hub

Moderation:

- **Adam Sierak**, Editor, WNP.PL

EEC TALKS

3 September 2020 | 11.30-13.00 | Multifunctional Hall G

Economy, people, technologies - EEC talks

11.30-11.45

One-to-one interview (15')

- **Michał Kuczmierowski**, acting President, Material Reserves Agency | **Jerzy Dudała**, Journalist, WNP.PL

11.50-12.05

One-to-one interview (15')

- **Anne-Louise Thon**, Co-Founder, SDG Invest | **Aleksandra Helbin**, Journalist, WNP.PL [online]

12.10-12-25

One-to-one interview (15')

- **Michał H. Mrozek**, Vice-President of the Management Board, ING Bank Śląski | **Bartosz Dyląg**, Journalist, WNP.PL

12.30-12.40

One-to-one-interview(10')

- **Grzegorz Witkowski**, Undersecretary of State, Ministry of Maritime Economy and Inland Navigation | **Adrian Oldak**, Deputy Editor-in-Chief, WNP.PL

12.45-13.00

One-to-one interview (15')

- **Tomasz Wolanowski**, President of the Management Board, ABB | **Rafał Kerger**, Economic Journalist, Editor-in-Chief, WNP.PL, PulsHR.pl, PortalSamorzadowy.pl

EUROPEAN TECH AND START-UP DAYS

3 September 2020 r. | 13.30-15.00 | Banquet Hall A

Presentation of 18 finalists in 6 categories of “Start-up Challenge” organised as part of the European Tech and Start-up Days

13.30-14.00

CATEGORY 1 NEW INDUSTRY Industry 4.0, robotics, automation, systems of production, new materials, space industry

- Ai Factory
- Panamint
- Progresja Space

14.00-14.30

CATEGORY 5 BUSINESS PROCESSES Management, analytics, ICT, cybersecurity, logistics, HR

- ICsec
- Holo4Labs
- MC2 Innovation

14.30-15.00

CATEGORY 3 TRADITION & MODERNITY Traditional industry, energy sector, telecommunication, transport, construction

- Silencions
- KPMP
- EASYFOOTINGS

DIGITALISATION. NEW TECHNOLOGIES

3 September 2020 | 13.30-15.00 | Multifunctional Hall D

Artificial Intelligence

(common session of the European Economic Congress and European Tech & Start-up Days)

The potential and significance of AI in the economy and the process of civilizational development. The development of AI: promises and expectations vs. facts. AI Vibes – areas influenced by data science. Means of use – current and potential. Acceleration of digitalisation as a measure of the usability of AI-related technologies. Autonomic machines – should we be scared?

Debate participants (alphabetical list):

- **Tomasz Blicharski**, Vice-President of the Management Board for Finance and Development, Żabka Poland [online]
- **Tomasz Chróstny**, President, Urząd Ochrony Konkurencji i Konsumentów (UOKiK)
- **Maciej Górski**, Datawarehouse Product Owner, X-Trade Brokers Dom Maklerski [online]
- **Dariusz Jemielniak**, MINDS (Management in Networked and Digital Societies), Kozminski University in Warsaw [online]
- **Radosław Kędzia**, Vice-President, Huawei in Central and Eastern Europe and the Nordic Countries
- **Jarosław Królewski**, CEO, Synerise
- **Piotr Sankowski**, Member of the Council, National Centre for Research and Development [online]
- **Paulina Zadura**, Director, Department of Analysis and Strategy, Polish Agency for Enterprise Development [online]

Moderation:

- **Karol Tokarczyk**, Digital Economy Analyst, Polityka Insight

DIGITALISATION. NEW TECHNOLOGIES

3 September 2020 | 13.30-15.00 | Multifunctional Hall E

E-commerce and technologies

(common session of the European Economic Congress and European Tech & Start-up Days)

Digital as a strategic direction of development. Commerce in the phase of deep digitalisation. New tools – technologies, logistics, infrastructure. Precisely processed data – the competitive advantage of e-commerce. Payments in the fight for perfect customer experience.

Debate participants (alphabetical list):

- **Michał Janasik**, Vice-President for Finance and Commercialization, Research Network Łukasiewicz
- **Jacek Kujawa**, Vice-President of the Management Board, LPP
- **Adam Malarski**, Senior Manager, Consulting Zarządzanie Efektywnością – Strategia, EY Poland [online]
- **Karina Sobiś**, Founder, President of the Management Board, E-Garderobe
- **Grzegorz Wachowicz**, Director of Trade and Marketing, RTV EURO AGD [online]

Moderation:

- **Edyta Kochlewska**, Editor-in-Chief, dlahandlu.pl

ENERGY AND CLIMATE

3 September 2020 | 13.30-15.00 | Multifunctional Hall F

Electromobility

Energy transition in the world, Europe, Poland. Conclusions and experience. Support programmes – need for modifications. The development of infrastructure as a key factor – the role of technologies, operators and regulations. Energy storage vs. the development of e-mobility and the possibility of managing the generated power. Traditional and new methods of storing energy. Consequences of the development of electromobility for the electricity system. Preparing for the boom. Where is the Polish electromobility heading?

Debate participants (alphabetical list):

- **Rafał Bajczuk**, Senior Policy Expert, Foundation for the Promotion of Electric Vehicles
- **Magdalena Jackowska-Rejman**, CEO, techBrainers
- **Wojciech Kałuża**, Deputy Marshal of the Silesian Voivodeship
- **Mariusz Kondraciuk**, Director for Smart Infrastructure, Siemens Poland
- **Sławomir Mazurek**, Chief Ecologist, BOŚ Bank
- **Przemysław Szywacz**, Partner, Tax Advisory Department, Team of Advisors for the Automotive Industry, KPMG
- **Piotr Zaremba**, President of the Management Board, ElectroMobility Poland
- **Robert Zasina**, President of the Management Board, TAURON Dystrybucja, President of the Management Board, Polish Power Transmission and Distribution Association

Moderation:

- **Piotr Myszor**, Journalist, 'Nowy Przemysł' Economic Magazine

TRANSPORT AND MOBILITY

3 September 2020 | 13.30-14.30 | Banquet Hall B

Logistics sector today and tomorrow

The influence of the pandemic on the scale of the carriage of goods. The development of transport infrastructure vs. investments in warehouse logistics. The conditions for a sustainable growth of carriage of goods by rail in the context of a changing structure of the Polish economy. Intermodal transport – perspectives for growth and infrastructural needs. Changes brought about by the pandemic on the map of global transport – facts or failed predictions? Is Poland going to remain the New Silk Road? New technologies in supply chains.

Speech:

- **Andrzej Adamczyk**, Minister of Infrastructure, Poland

Debate participants (alphabetical list):

- **Halina Brdulak**, Institute of International Management and Marketing, Warsaw School of Economics
- **Sławomir Michalewski**, Vice-President of the Management Board for Finance, Port of Gdańsk Authority
- **Robert Nowakowski**, Member of the Management Board, DB Cargo Poland
- **Jana Pieriegud**, Department of Transport, Warsaw School of Economics
- **Michał Samborski**, Development Director, Panattoni Europe [online]

Moderation:

- **Adrian Ołdak**, Deputy Editor-in-Chief, WNP.PL

TRANSPORT AND MOBILITY

3 September 2020 | 14.30-15.00 | Banquet Hall B

New perspective for Polish sea ports

The development of crucial sea ports in Poland – investments in communication and port infrastructure. Conditions for further development. Polish ports as a hub for Central and Northern Europe. Sea transport in green economy.

Debate participants (alphabetical list):

- **Robert Goc**, Development Director, Silesian Logistics Centre
- **Paweł Pucek**, Member of the Management Board, DB Cargo Poland
- **Michał Stupak**, Shipping Market Manager, Port of Gdańsk Authority
- **Grzegorz Witkowski**, Undersecretary of State, Ministry of Maritime Economy and Inland Navigation

Moderation:

- **Adrian Ołdak**, Deputy Editor-in-Chief, WNP.PL

EDUCATION AND LABOUR MARKET

3 September 2020 | 13.30-15.00 | Banquet Hall C

Challenges of the labour market

The scale and characteristics of the wave of unemployment caused by the pandemic. The young on the labour market - the lockdown generation? The situation of people at the threshold of their careers. In need of new competences – changes in the economy vs. labour demand. Employees from abroad in the new reality. Safe production, demand for services – how can automation transform the labour market? Alternatives to declining occupations.

Debate participants (alphabetical list):

- **Dominika Bettman**, President of the Management Board, Siemens
- **Andrzej Kubisiak**, Deputy Director for Research and Analysis, Polish Economic Institute (PIE) [online]
- **Michał Lisawa**, Counsel, Baker McKenzie
- **Maciej Noga**, Chairman of the Supervisory Board, Grupa Pracuj, Managing Partner, Pracuj Ventures

- **Marek Rocki**, Rector, Warsaw School of Economics (SGH) [online]
- **Grzegorz Sikorski**, Director, Voivodship Labour Office in Katowice
- **Anna Tarnawa**, Head, Department of Analysis and Strategy, Polish Agency for Enterprise Development [online]
- **Paweł Wac**, President of the Management Board, Infra SILESIA

Moderation:

- **Paweł Czuryło**, Deputy Editor-in-Chief, Interia.pl

ENERGY AND CLIMATE

3 September 2020 | 13.30-15.00 | Lecture Hall

Green Deal – analysis and practice

Into what actions and in what fields are translated strategic goals of the European Green Deal? The best practice for investments – direction, industries, character, examples. Financing activities – are new channels needed? Projects that are in line with the conception of the European Green Deal – examples from different areas.

Debate participants (alphabetical list):

- **Beata Białowąs**, Member of the Management Board of the Silesian Voivodeship
- **Agnieszka Gajewska**, Partner, PwC [online]
- **Adam Hirny**, Director, International Financial Institutions, BNP Paribas Bank Polska [online]
- **Grzegorz Należyty**, President of the Management Board, Siemens Energy Poland
- **Arkadiusz Sekściński**, Vice-President of the Management Board for Development, PGNiG
- **Bartłomiej Pawlak**, Vice-President of the Management Board, Polish Development Fund Group [online]
- **Jacek Siwiński**, President of the Management Board, VELUX Poland
- **Mirosław Skowron**, Member of the Management Board, Ciech
- **Paweł Szypulski**, Programme Director, Greenpeace Poland

Presentation:

- 'Green index'

Slides:

- **Jacek Siwiński**, President of the Management Board, VELUX Poland

Moderation:

- **Kalina Olejniczak**, Journalist, PortalSamorzadowy.pl, WNP.PL

EEC TALKS

3 September 2020 | 13.30-14.40 | Multifunctional Hall G

Economy, people, technologies - EEC talks

13.50-14.05

One-to-one interview (15')

- **Małgorzata Jarosińska-Jedynak**, Minister for Development Funds and Regional Policy, Poland | **Jacek Ziarno**, Editor-in-Chief, "Nowy Przemysł" Economic Magazine

14.10-14.25

One-to-one interview (15')

- **Sonia Draga**, President, Editor-in-Chief, Sonia Draga Publishing House | **Karolina Markowska**, Journalist, WNP.PL

EEC TALKS

3 September 2020 | 14.30-15.00 | Multifunctional Hall G

Legaltech - you were never supposed to know that about lawyers. We are releasing comfortable and inexpensive legaltech products, that have changed the entrepreneurs' approach to applying the law

Two-to-one interview (15')

- **Robert Szczepanek**, Co-Founder, Ultima Ratio
- **Michał Wawiórko**, President, Wizlink

Moderation:

- **Bartłomiej Majchrzak**, CMO, Member of the Management Board, LawBiz Technology

ENERGY AND CLIMATE

3 September 2020 | 15.30-17.00 | Multifunctional Hall D

Wind power

The condition, place in energy mixes and potential for development of the wind power sector in Europe. Polish experience in the development of wind farms – the current law and perspective for changes in the RES Act and the Wind Energy Investments Act. The role of local government in the process of choosing a right place for an investment.

Presentation:

- **Janusz Gajowiecki**, President of the Management Board, Polish Wind Energy Association

Debate participants (alphabetical list):

- **Przemysław Hofman**, Deputy Director, Department of Low-Emissions Economy, Ministry of Development, Poland [online]
- **Agnieszka Lipska**, Partner, Dentons
- **Maciej Malski-Brodzicki**, Coordinator of 'The Great Challenge' Project: Energy, National Centre for Research and Development
- **Katarzyna Szwed-Lipińska**, Director, Renewable Energy Department, Energy Regulatory Office [online]

- **Grzegorz Wiśniewski**, President of the Management Board, EC BREC Renewable Energy Institute
- **Kamil Wyszowski**, Representative, President, UN Global Compact Network Poland

Moderation:

- **Janusz Gajowiecki**, President of the Management Board, Polish Wind Energy Association

DIGITALISATION. NEW TECHNOLOGIES

3 September 2020 | 15.30-17.00 | Multifunctional Hall E

Cybersecurity

(common session of the European Economic Congress and European Tech & Start-up Days)

The intensifying flow of information and the growing popularity of remote work, lack of the ability to implement technological solutions, outdated solutions and other cyber threats. Act on the national cybersecurity system. Data theft, blackmail, business espionage, politically motivated abuse – many faces of cyberaggression. Cyber warfare as a threat of paralysing critical infrastructure. Human – the weakest element? New, effective tools and methods of protecting privacy and secrets of companies in the digital world. Spendings on risk management – cybersecurity market?

Debate participants (alphabetical list):

- **Artur Bratkowski**, Director of the Department for Metering Equipment & Systems, Apator [online]
- **Krzysztof Dąbrowski**, Vice-President of the Management Board for Operations and IT, mBank [online]
- **Rafał Jaczyński**, Regional Cyber Security Officer CEE & Nordics, Huawei Technologies
- **Wojciech Kamieniecki**, President, National Centre for Research and Development
- **Robert Kośła**, Director, Department of Cyber Security, Ministry of Digital Affairs [online]
- **Michał Kurek**, Partner, Business Consulting Department, Head of the Cyber Security Team, KPMG [online]
- **Sylvia Wystub**, Director for Cybersecurity Advisory Service, Resilia

Moderation:

- **Marcin Bochenek**, Director's Advisor for Strategy, NCBR, Director, Information Society Development Division, NASK (2010-2019)

EUROPEAN TECH AND START-UP DAYS

3 September 2020 | 15.30-17.00 | Multifunctional Hall F

Start-ups and investors

Time of trial. Easy money, inflated prices – is it all over yet? Demand for start-ups during a recession. New businesses and their relationship with investors – what are the parties interested in? Crisis as a chance for a new opening? Maturity and experience of technological companies developed from start-ups in their relationship with investors.

Debate participants (alphabetical list):

- **Rafał Han**, CEO, Co-Founder, Silvair
- **Przemysław Kurczewski**, Deputy Director, National Centre for Research and Development
- **Justyna Orłowska**, Director, GovTech Poland Programme, Prime Minister's Plenipotentiary for GovTech
- **Marcin Seniuk**, Director, Startup Development Department, Polish Agency for Enterprise Development
- **Tomasz Snażyk**, CEO, Startup Poland Foundation
- **Miron Tokarski**, CEO, Genomtec [online]
- **Marcin Wilk**, President of the Management Board, Silesian Development Fund (SFR)

Moderation:

- **Łukasz Korycki**, Journalist, Puls Biznesu

FINANCE

3 September 2020 | 15.30-16.00 | Banquet Hall A

Tax changes

Pandemic and taxation: budget receipts, shifted payments, postponed regulations. Changes in the VAT matrix. Slim VAT and Estonian CIT - awaiting new solutions. Growing regulatory obligations and security of the entrepreneur (taxpayer).

Debate participants (alphabetical list):

- **Marek Niedużak**, Undersecretary of State, Ministry of Economic Development, Poland
- **Tomasz Rolewicz**, Associate Partner, Tax Advice Department, EY
- **Jan Sarnowski**, Undersecretary of State, Plenipotentiary for International Cooperation on VAT, Ministry of Finance, Poland

Moderation:

- **Bogdan Bugdalski**, Journalist, PortalSamorządowy.pl

FINANCE

3 September 2020 | 16.00-17.00 | Banquet Hall A

Digital Tax

How to tax businesses operating in the digital world? Norms and regulations vs. the possibilities of holding business accountable. Where and how do I operate, where and how much do I pay – imposing taxes on revenue from streaming from the perspective of business, consumers and administration. The European compromise in the area of digital tax vs. first experiences of some member states.

Debate participants (alphabetical list):

- **Filip Majdowski**, Deputy Director, Department of the Tax System, Ministry of Finance, Poland
- **Piotr Mieczkowski**, Managing Director, Digital Poland Foundation [online]
- **Piotr Palutkiewicz**, Deputy Director, Department of Law and Legislation, Association of Entrepreneurs and Employers [online]

- **Gary D. Sprague**, Partner, Baker & McKenzie LLP [online]

Moderation:

- **Katarzyna Kopczewska**, Partner, Baker McKenzie

INDUSTRY

3 September 2020 | 15.30-17.00 | Banquet Hall B

Metallurgy in Poland and Europe

Producers and distributors during the pandemic. Climate change policies and stricter environmental standards and decisions made by key producers. Will the EU keep its assets in the metallurgy sector? What will it look like after 2030? Ownership of a national metallurgy sector in the context of countries' interest and safety. Metallurgy in the context of barriers to international trade. Are new technologies an adequate response to the challenges? Steel production in the network of corporate connections.

Debate participants (alphabetical list):

- **Jerzy Bernhard**, President of the Management Board, CEO, Stalprofil
- **Stefan Dzienniak**, President of the Management Board, Metallurgical Chamber of Industry and Commerce [online]
- **Marek Frydrych**, President of the Management Board, Sunningwell
- **Marek Serafin**, President of the Management Board, Managing Director, Koksownia Częstochowa Nowa
- **Tomasz Ślęzak**, Director for Energy and Environmental Protection, Member of the Board, ArcelorMittal Poland

Moderation:

- **Piotr Myszor**, Journalist, 'Nowy Przemysł' Economic Magazine

INVESTMENTS, MANAGEMENT

3 September 2020 | 15.30-17.00 | Banquet Hall B

New Public Procurement Law

Reasons to enact the new Public Procurement Law. Major changes in the law. A healthy balance between the interest of the subcontractor and the ordering party. Incentives for small and medium enterprises – do they work? Solutions in procedures related to innovative partnerships. Strategic procurement – defined and related procedures. Appeals, negotiations, bid bonds – in the light of the new Public Procurement Law. The functioning of new solutions from the perspective of business and administration – forecasts and hopes.

Debate participants (alphabetical list):

- **Przemysław Grosfeld**, Deputy Director, Department of Economic Regulation Improvement, Ministry of Economic Development, Poland
- **Jan Styliński**, President of the Management Board, Polish Association of Construction Industry Employers
- **Anna Szymańska**, Managing Counsel, Dentons
- **Małgorzata Rakowska**, President, National Board of Appeal [online]

Moderation:

- **Bogdan Bugdalski**, Journalist, PortalSamorzadowy.pl

CITY, METROPOLE, REGION

3 September 2020 | 15.30-17.00 | Banquet Hall C

Just transition - investments, revitalisation, financing

Investments that can mitigate the socio-economic impact of the transition of traditional industrial regions - potential areas, activities, technologies. Effective revitalisation: site and facility management post-industrial, their new functions and usefulness. Financing projects that make up the Just transition - financial montages, the role of private investors, designers, local governments, the social side.

Debate participants (alphabetical list):

- **Jan Bondaruk**, Deputy Director, Central Mining Institute
- **Wojciech Czyżewski**, President of the Management Board, Fabryka Pełna Życia
- **Izabela Domogała**, Member of the Management Board of the Silesian Voivodeship
- **Katarzyna Dzióba** Deputy Mayor of Zabrze
- **Piotr Michałowski**, Head of Warsaw Office, European Investment Bank (EIB) [online]
- **Tomasz Pietrzykowski**, Vice-Rector for International and National Cooperation, University of Silesia
- **Dionizy Smoleń**, Director, PwC
- **Mariusz Wołosz**, Mayor of Bytom

Moderation:

- **Michał Wroński**, Editor, PortalSamorzadowy.pl

MARKET AND MARKETING

3 September 2020 | 15.30-17.00 | Lecture Hall

Marketing in digital world

(common session of the European Economic Congress and European Tech & Start-up Days)

Current marketing trends including digital transition of economy: hybrid campaigns, new models of reaching the customer, channels in digital marketing that identify opportunities for consumers to interact with brands.

- Digital marketing - multiple options as an area of creativity and experiment
- Influencer marketing - professionalisation, effective campaigns with the participation of Internet creators. Cooperation on line creator-brand-agency
- Where do brands want to be? The key role of social media. Is it still YouTube and Facebook on fire, or is just Instagram and Tik-Tok now?

- Gaming marketing - growing promotional budgets
- Changes in the approach to marketing forced by the pandemic. Freezing of the promotional budgets; adaptation through the selection of channels and ways to reach the recipient

Debate participants (alphabetical list):

- **Magdalena Chudzikiewicz**, Member of the Management Board, Polish Press Group
- **Jarosław Kuźniar**, Journalist, TV and Radio Presenter, Entrepreneur [online]
- **Marek Myślicki**, Strategic Partnerships Director, GetHero
- **Jacek Olechowski**, President of the Management Board, MEDIACAP [online]
- **Marta Sułkiewicz**, Chief Executive, Gemius GmbH, Chief Growth Officer, Gemius Poland [online]

Moderation:

- **Rafał Krauze**, CEE Strategy & Business Development Director, TERRITORY INFLUENCE

EEC TALKS

3 September 2020 | 15.30-17.05 | Multifunctional Hall G

Economy, people, technologies - EEC talks

15.30-15.45

One-to-one interview (15')

- **Tomasz Chróstny**, President, Office of Competition and Consumer Protection | **Adam Sierak**, Editor, WNP.PL

15.50-16.05

One-to-one interview (15')

- **Marcin Horala**, Secretary of State, Government Plenipotentiary for the Central Transport Hub (CPK) for Poland, Ministry of Infrastructure | **Adam Sierak**, Editor, WNP.PL

16.10-16.25

One-to-one interview (15')

- **Lorenza Romanese**, Managing Director, European Industrial Hemp Association | **Edyta Kochlewska**, Editor-in-Chief, dlahandlu.pl

16.30-16.45

One-to-one interview (15')

- **Waldemar Markiewicz**, President of the Management Board, Chamber of Brokerage Houses | **Jacek Ziarno**, Editor-in-Chief, Economic Magazine New Industry

16.50-17.05

One-to-one interview (15')

- **Paweł Jabłoński**, Undersecretary of State for Economic Cooperation, Development and African and Middle East Policy, Ministry of Foreign Affairs, Poland [online] | **Karolina Markowska**, Journalist, WNP.PL

ACCOMPANYING EVENTS

3 September 2020 | 15:00 | Multifunctional Hall G

The ceremony of awarding the 'Promoter of Poland' titles

"Promoter of Poland" is the title awarded to persons whose cultural, scientific or business achievements help establish Poland's reputation as a national brand. We believe that Poland, apart from being created by products, services or innovations, is predominantly created by people. It is worth singling out Poles who – through their actions and dedication – promote and strengthen the positive image of our country.

ACCOMPANYING EVENTS

3 September 2020 | 19:30 | Lecture Hall

Evening gala including the awarding of prizes for the winners of Start-up Challenge 2020

We will witness presentations of the finalists of the Start-up Challenge competition for the fifth time now. On 3 September, the authors of the most interesting Polish start-ups will present themselves in front of the audience of the European Economic Congress. The winners can count on publicity, media coverage and an open sesame to the world of big business that forms a unified community as part of the European Start-up Days and the European Economic Congress. During the evening Gala, which will be part of the final of the competition, we will select the best start-ups from among the ones submitted in one of the 6 industry specific categories of the competition – an innovative product, technology, business model or optimized existing process. Each winner in their respective category will be awarded the title of 'Start-up Challenge Winner'. The competition for the best start-ups is an opportunity to present the most interesting and innovative solutions, and also creates possibilities for the promising young entrepreneurs of attracting investors, establishing cooperation with corporations, developing their ventures comprehensively, and promoting them effectively.

ACCOMPANYING EVENTS

3 September 2020 | 11.30-13.00 | Conference room no. 23 - WORKSHOP

Innovation and risk - support for companies during the pandemic

- What is a research and development project about
- What risk do R&D projects involve
- How to apply for non-reimbursable aid
- What can it be spent on

Dorota Toczyska, Project Manager, National Centre for Research and Development

ACCOMPANYING EVENTS

3 September 2020 | 13.30-14.15 | Conference Room no. 23 - WORKSHOP**The Big Challenge: Energy. Workshop**

The Big Challenge: Energy is a technological answer to an important, existing social problem. NCBR invites a wide range of participants to the solution - from scientists, through students and student or high school circles to teams of "garage" inventors and enthusiasts - thanks to a low entry threshold everyone has a chance to participate. The daredevils' task is to construct a device capable of obtaining energy from the wind and transforming it into electricity in the shortest possible time. The device must be adapted to the use of turbulent wind, characterized by high variability of wind speed, density and direction. Moreover, it must be adapted to be used by individual users, be as quiet and aesthetic as possible. The Big Challenge: Energy predicts one winner (or winning team) who will receive a million zloty prize. Find out more at a dedicated workshop initiative.

Maciej Malski-Brodzicki, 'The Big Challenge: Energy' Project Coordinator, National Centre for Research and Development

4 September 2020

DIGITALISATION. NEW TECHNOLOGIES

4 September 2020 | 9.30-11.00 | Multifunctional Hall E**Workforce for the cyber economy**

Changes in the system of education – models, goals, challenges. How to educate creative and adaptive all-rounders? Deficit of digital competences in the face of accelerating digitalisation. What skills should the "employees of the future" possess? Man and Artificial Intelligence on the labour market. Programming, STEM, design thinking, soft skills? New fields of expertise and working conditions as a challenge for education.

One-to-one interview (10')

- **Wojciech Murdzek**, Minister of Science and Higher Education, Poland | **Bogdan Bugdalski**, Journalist, PortalSamorządowy.pl [video]

Debate participants (alphabetical list):

- **Łukasz Czajkowski**, CEO, Software Development Association Poland
- **Łukasz Otta**, Digital Transformation Director, Siemens Poland
- **Paweł Śniatała**, Vice-Rector for International Cooperation, Poznań University of Technology
- **Tomasz Trawiński**, Deputy Rector for Infrastructure and Promotion, Silesian University of Technology
- **Mateusz Wodejko**, Vice-President of the Management Board, PERN [online]
- **Izabela Żmudka**, Deputy Director, National Centre for Research and Development

Moderation:

- **Marcin Lis**, Vice-Rector for Students and Cooperation with the Environment, WSB Academy in Dąbrowa Górnicza

MARKET AND MARKETING

4 September 2020 | 9.30-11.00**Consumer of tomorrow**

Generational change of consumer preferences and their life priorities. New purchasing and service models in time of the pandemic. The corona-crisis aftermath – new models of behaviours, new standards, new habits. Ecology, technology, convenience and safety shape consumer experience. Customer experience – the new king of trade. "Consumer rebellion" – will it exert an actual influence of trade giants? Reaching consumers; global role models – celebrities, athletes, environmentalists. From emotions to values – how to buy consumer's attention? Application – nothing but the truth about climate?

Debate participants (alphabetical list):

- **Marcin Giżycki**, Vice-President of the Management Board, ING Bank Śląski [online]
- **Anna Grabowska**, Vice-President of the Management Board for Commercial Affairs, Żabka Poland [online]
- **Natalia Hatałska**, CEO, Founder, infuture.institute, Trend Analyst, Blog Author, hatałska.com [online]
- **Mirosław Wawryszczuk**, Member of the Management Board, Head of Sales and Marketing, Stokrotka
- **Łukasz Wojciechowski**, Partner, Audit Firm, Trade and Consumer Product Leader, EY
- **Karolina Zajdel-Pawlak**, Managing Director, Nielsen [online]

Moderation:

- **Olimpia Wolf**, Journalist, portalspozywczy.pl

ENERGY AND CLIMATE

4 September 2020 | 9.30-11.00 | Banquet Hall A**Photovoltaics – boom... and then what?**

Poland as one of leaders when it comes to the increase of the amount of power generated by solar panels. Diversified power generation and large investors. Consequences of the boom in the PV sector for the system, the Polish energy sector and the mentality of prosumers and politicians. Economic, social and environmental benefits. Instruments of supporting photovoltaic projects. PV in renewable energy sources auctions. Risks and benefits for parties entering Power Purchase Agreements.

Debate participants (alphabetical list):

- **Łukasz Karcewicz**, Vice-President of the Management Board, Polish Photovoltaics Association
- **Katarzyna Szwed-Lipińska**, Director, Renewable Energy Department, Energy Regulatory Office [online]
- **Grzegorz Wiśniewski**, President of the Management Board, EC BREC Institute for Renewable Energy

- **Dawid Zieliński**, President of the Management Board, Columbus Energy
- **Ireneusz Zyska**, Secretary of State, Government Plenipotentiary for Renewable Energy Sources, Ministry of Climate, Poland [online]

Moderation:

- **Gabriela Łazarczyk**, Journalist, Gazeta Wyborcza

INDUSTRY

4 September 2020 | 9.30-11.00 | Banquet Hall B

Automotive

The collapse of production and the market – consequences for partners and producers. The reconstruction and making up for losses. The structure and perspective of demand in times of the crisis. Changes in the functioning of the sector and the market – temporary and permanent. Mobility today and tomorrow – an overview or review of trends?

Debate participants (alphabetical list):

- **Jakub Faryś**, President, Polish Association of Automotive Industry
- **Andrzej Korpak**, CEO, Opel Manufacturing Poland, PSA Manufacturing Poland
- **Adam Krępa**, President of the Management Board, Federal Mogul in Gorzyce [online]
- **Łukasz Maliczenko**, Technical Product Development Director, ElectroMobility Poland
- **Mirosław Michna**, Partner, Tax Advisory Department, Leader of the Automotive Advisory Team, KPMG
- **Dariusz Mikołajczak**, President, Toyota Motor Manufacturing Poland
- **Janusz Soboń**, President, Kirchoff Poland

Moderation:

- **Piotr Myszor**, Journalist, 'Nowy Przemysł' Economic Magazine

DEVELOPMENT AND ENVIRONMENT

4 September 2020 | 9.30-11.00 | Banquet Hall C

Closed circuit economy

Closed circuit economy – the overview of challenges, barriers, possibilities. Less waste? The reconstruction of the economy, security and health vs. the assumptions of closed circuit economy – what next? Effective waste segregation – education, discipline, control. Recycling in civil engineering. Production and no waste designs. Regulations, costs, reality. Who is winning? Those who are effective or the ones who continue in the old (cheaper) way? Recycled raw materials – examples and good practices. Environmentally friendly technological solutions. Problem with waste packages.

Presentation of the ING report:

- **Leszek Kąsek**, Senior Economist, ING Bank Śląski

Debate participants (alphabetical list):

- **Piotr Dardziński**, President, Research Network Łukasiewicz [online]
- **Leszek Kąsek**, Senior Economist, ING Bank Śląski
- **Michał Kubicki**, Policy Officer for Sustainable Development, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission [online]
- **Joanna Kulczycka**, President of the Management Board, Waste Management and Recycling Cluster
- **Marcin Mucha**, Director, Polish Crop Protection Association (PSOR)
- **Artur Pielech**, President of the Management Board, FBSerwis
- **Kamil Wyszowski**, Representative, President, UN Global Compact Network Poland

Moderation:

- **Bartosz Dyląg**, Journalist, WNP.PL

INDUSTRY

4 September 2020 | 9.30-11.00 | Lecture Hall

The mining industry – transformation under pressure

With a past – the condition of the Polish black coal mining industry. How to restructure the industry – decisions, tools, socio-economic consequences, schedules. External factors – market, import, decarbonation. What should we invest in and what should we put into liquidation? The assumed shape of the sector. The role of coal in PEP 2040 – questions and answers. Around coal – producers of machinery and equipment, services suppliers, science. How to navigate in the changing circumstances?

Debate participants (alphabetical list):

- **Mirosław Bendzera**, President of the Management Board, Famur
- **Wojciech Kałuża**, Deputy Marshal of the Silesian Voivodeship
- **Janusz Olszowski**, President, Mining Chamber of Industry and Commerce
- **Tomasz Rogala**, President of the Management Board, Polish Mining Group, President, Euracoal
- **Marcin Roszkowski**, President, Jagiellonian Institute [online]
- **Dennis Schwindt**, CEO, HMS Bergbau
- **Artur Soboń**, Secretary of State, Government Plenipotentiary for Instruments of Financing the Economic Development of the State, Ministry of State Assets, Poland
- **Henryk Stabla**, President of the Management Board, PKiMSA Carboautomatyka
- **Janusz Steinhoff**, Chairman of the Council, National Chamber of Commerce, Deputy Prime Minister, Minister of Economy of Poland (1997–2001)
- **Artur Wasil**, President of the Management Board, Lubelski Węgiel Bogdanka

Moderation:

- **Rafał Kerger**, Economic Journalist, Editor-in-Chief, WNP.PL, PulsHR.pl, PortalSamorzadowy.pl

EEC TALKS

4 September 2020 | 9.30-10.15**'Jutronauci': Robotization and automation of industry in times of pandemic**

Technology follows the habit of breaking down barriers to innovation. The petitioner comes to the window and is welcomed by a robot performing the man-to-bot conversation. Who has gained and who has lost - the race that nobody had foreseen yet in January 2020. Obstacles to automation.

Debate participants (alphabetical list):

- **Karol Muszyński**, Assistant Professor, Faculty of Law and Administration, Warsaw University
- **Dariusz Wabik**, Sales Manager, FANUC Poland
- **Paweł Zarudski**, Director, Leader of Robotic & Cognitive Automation, Deloitte

Moderation:

- **Dominika Maciejasz**, Journalist, 'Gazeta Wyborcza'

EEC TALKS

4 September 2020 | 10.15-11.00 | Multifunctional Hall G**Economy, people, technologies - EEC talks**10.20-10.35One-to-one interview (15')

- **Krzysztof Kwiatkowski**, Senator of the Republic of Poland, President of the Supreme Chamber of Control (2013-2019) | **Adam Sierak**, Editor, WNP.PL

10.45-11.00One-to-one interview (15')

- **Diego Pavia**, President, EIT InnoEnergy SE [online] | **Adam Sierak**, Editor, WNP.PL

INVESTMENTS, MANAGEMENT

4 September 2020 | 11.30-13.00 | Multifunctional Hall D**Public investments**

Large publicly funded projects as a way to restart and boost the market. Is it the right direction? Finishing road and rail projects, the Central Transport Hub, the Vistula Spit canal, the reconstruction of waterways, investments in ports at the Baltic Sea, the development of natural gas and fuel infrastructure. Plans, declarations, reality, schedules. Current and verified chances for financing and execution.

Debate participants (alphabetical list):

- **Przemysław Dąca**, President, National Water Management Authority
- **Barbara Dzieciuchowicz**, President of the Management Board, Polish Chamber of Commerce of Road Construction Industry [online]
- **Ireneusz Merchel**, President of the Management Board, PKP Polskie Linie Kolejowe
- **Rafał Miland**, Vice-President of the Management Board, PERN [online]
- **Artur Popko**, Vice-President of the Management Board, Budimex
- **Grzegorz Puda**, Government Plenipotentiary for the Organization of the World Urban Forum in 2022 in Katowice
- **Rafał Weber**, State Secretary, Ministry of Infrastructure, Poland
- **Tomasz Zuchowski**, acting General Director, General Directorate of National Roads and Motorways

Moderation:

- **Marek Tejchman**, Deputy Editor-in-Chief, Dziennik Gazeta Prawna

FOOD INDUSTRY

4 September 2020 | 11.30-13.00 | Multifunctional Hall E**The food industry – the future of the sector**

30 years of establishing the position of the food industry has passed – what next? How to maintain growth? Chances and threats to the food sector related to the pandemic. Polish food export – turmoil and insecurity. The financial safety of the sector in the context of settling accounts. Biosecurity, caring for employees, responsibility. Trends determining the future of the Polish food industry: structural changes, the Polish food brand, new consumer, new technologies. The HoReCa sector - recovery after a forced freeze - how the market reactivates.

One-to-one interview (10')

- **Krzysztof Pawiński**, President of the Management Board, Maspex Group | **Paulina Piwowarek**, Editor, Leading Editor, portalspozywczy.pl [video]

Debate participants (alphabetical list):

- **Zenon Daniłowski**, President of the Management Board, Makarony Polskie
- **Szymon Giżyński**, Secretary of State, Ministry of Agriculture and Rural Development, Poland
- **Robert Kremser**, Business Development Director, Bisnode Polska
- **Marek Moczulski**, President, Unitop
- **Anna Olewnik-Mikołajewska***, President, Zakłady Mięsne Olewnik
- **Julian Pawlak**, President, National Union of Juice Producers, Member of the Supervisory Board, Maspex Group
- **Michał Siwek**, Director, International Department of Hub Food and Agri, BNP Paribas Bank [online]
- **Krzysztof Trojanowski**, Member of the Management Board, COO, Stokrotka
- **Vassilen Tzanov**, President, Upfield Poland [online]

Moderation:

- **Paulina Piwowarek**, Leading Editor, portalspozywczy.pl
- **Adam Tubilewicz**, Journalist, portalspozywczy.pl

EUROPEAN TECH AND START-UP DAYS
4 September 2020 | 11.30-13.00 | Multifunctional Hall F
On a roller coaster of trends and tendencies

Most promising directions of development of the new economy. Technologies and processes gaining on popularity in the (post)pandemic reality. Where do investors look for opportunities? How and where do start-ups look for new possibilities?

- StartGreen/Environment. Green technologies. Smart energy. Recycling and upcycling. Apps for eco-friendly citizens. Monitoring and digital technologies used in waste management
- Fintech/Business Processes. Accelerated digitalisation of the financial sector – new players, more opportunities. Management, analytics and cybersecurity
- New Industry/Tradition&Modernity. Industry 4.0, robotics, automation. New materials. Transformations in traditional branches of the industry, the energy industry and transport
- E-commerce/Client&Lifestyle. Trade in the digital era. Customer experience
- Global edutech. Value of the market, reasons for growth. Changing the demand of customers. Teaching systems, tools and competences in the new reality
- Foodtech. Market and its niches. From functional and precise food to food made in a laboratory. Consumers and their diets in an app
- Health&Biotechnology. Medicine, health, medical technologies, pharmacy, biotechnology

One-to-one interview (15'):

- **Ola Lazar**, Co-Founder, FoodForward [online] | **Karolina Markowska**, Journalist, WNP.PL

One-to-one interview (15'):

- **Michał Miszułowicz**, Manager of Cooperation with Fintech, BNP Paribas Bank | **Karolina Markowska**, Journalist, WNP.PL

One-to-one interview (15'):

- **Bill Reichert**, Partner & Chief Evangelist, Pegasus Tech Ventures | **Piotr Myszor**, Journalist, 'Nowy Przemysł' Economic Magazine

Debate participants (alphabetical list):

- **Michał Juszcak**, COO, Founder, Gamehag (Gaming Poland)
- **Krzysztof Przybylski**, Owner, KPMP
- **Tomasz Żurkiewicz**, Partner, NataLab Poland
- **Paweł Biernat**, CEO, Biotts
- **Przemysław Drożdż**, Co-Founder, Progresja Space
- **Robert Juszczyk**, CEO, ICsec
- **Artiom Komardin**, CSO, Sense Monitoring
- **Bartek Sibiga**, CEO, Founder, DDOB
- **Konrad Śniatała**, President of the Management Board, LawBiz Technology

Moderation:

- **Karolina Markowska**, Journalist, WNP.PL
- **Cezary Mychlewicz**, Marketing Director for Digital Industries & Smart Infrastructure, Siemens Poland

4 September 2020 | 11.30-13.00 | Banquet Hall A
Innovations for business - about solutions that make easier to run a company in the pandemic reality

Discover the latest products and services helping entrepreneurs conduct business during COVID-19 pandemic. See what tools you can use.

Participants of the discussion will talk about technologies implemented on the market and developed by Polish companies with the support of European Funds, such as:

- Systems of data analytics and business decisions support;
- Monitoring of production processes, warehousing and safe logistics;
- Tools for managing remote work;
- Solutions enhancing effectiveness of sales in e-commerce;

Debate participants (alphabetical list):

- **Karolina Dolaś**, Originator, Founder, CEO, Graphic Designer Optimum [online]
- **Adam Komarnicki**, CEO, Indoorway
- **Bartosz Kozłowski**, Member of the Management Board, Cybersecurity Studio
- **Michał Krzesiak**, CEO, 3Soft SA
- **Krzysztof Szafraniec**, Member of the Management Board, Lean-Tech

Moderation:

- **Izabela Żmudka**, Deputy Director, National Centre for Research and Development

DEVELOPMENT AND ENVIRONMENT
4 September 2020 | 11.30-13.00 | Banquet Hall B
Waste – management, new trends

Best practices of local government – collection, sorting, processing. Directives on waste and their implementation by Poland. Extended responsibility of the manufacturer – when and how? Waste processing – new technologies, innovative strategies,

the development of recycling technologies. Municipal waste management systems – rates, costs, balancing, remunicipalisation. Waste incineration plants: yes or not? Deposit return scheme, or who should pay?

Debate participants (alphabetical list):

- **Marcin Czarnecki**, President, Municipal Enterprise of Public Utilities [online]
- **Damian Kolakowski**, Director, Metropolitan Association of Upper Silesia and Dąbrowa Basin
- **Andrzej Gantner**, Vice-President, CEO, Polish Federation of Food Industry Union of Employers (PFFI UE)
- **Hanna Marliere**, Managing Director, Green Management Group [online]
- **Michał Olszewski**, Deputy Mayor of Warsaw
- **Tomasz Pomiankiewicz**, Director of Sales, Municipal Enterprise of Public Utilities [online]
- **Tomasz Uciński**, President of the Management Board, National Chamber of Waste Management [online]

Moderation:

- **Piotr Toborek**, Journalist, PortalSamorządowy.pl

INVESTMENTS, MANAGEMENT

4 September 2020 | 11.30-13.00 | Banquet Hall C

Flexible management

Trial by volatility – the response of organisations to the pandemic. Observation, mistakes, conclusions. Companies' and institutions' ability to adapt to changing circumstances as the main indicator of their efficiency. The flexibility of actions, structures, management and staff. New competences of employees, their ability to change, independence and delegating tasks. How to combine permanent readiness for change with consistence in action?

Debate participants (alphabetical list):

- **Paweł Barański**, Partner, Head of Tax Advisory Department, KPMG
- **Zdzisława Dacko-Pikiewicz**, Rector, WSB Academy
- **Beata Drzazga**, President of the Management Board, Betamed
- **Cezary Mączka**, Member of the Management Board, Director, Human Resource Management Division, Budimex [online]
- **Barbara Piontek**, Vice-President of the Management Board, Member of the Management Board, Katowice Special Economic Zone
- **Artur Pollak**, President of the Management Board, APA Group

Moderation:

- **Jacek Ziarno**, Editor-in-Chief, "Nowy Przemysł" Economic Magazine

REAL ESTATE MARKET

4 September 2020 | 11.30-13.00 | Lecture Hall

I part | 11.30-12.40

Commercial properties in Poland

A decade on the market of commercial properties in Poland. How will the market change? Is it the right time to invest in warehouses? Retail in crisis – new standards and changes of habits of new generations of consumers. Office blocks – time to review demand? Office for new, difficult times. Hotels in the face of a challenge. New class of assets – dormitories, nursing homes.

II part | 12.40-13.00 | Lecture Hall

Flats 2020

What after the record-breaking year 2019? The scale of needs, possibilities and plans. Barriers to the development of residential buildings. How to stimulate the Flat plus programme? Flats in exchange for a building plot – developers' opinion. Faster, easier – expected changes in administrative procedures.

Debate participants (alphabetical list):

- **Robert Dobrzycki**, CEO, Panattoni Europe [online]
- **Maciej Dyjas**, Managing Partner, Griffin Real Estate [online]
- **Przemysław Łukasik**, Co-Owner, Medusa Group
- **Tomasz Ożdźniński**, Associate Partner, Tax Advisory Department, EY, Real Estate Market Group
- **Michał Sapota**, President, HRE Investments
- **Rafał Sonik**, President of the Management Board, Gemini Holding
- **Joanna Wojnarowska**, Partner, Legal Counsel, Head of the Real Estate Department, DWF Poland

Moderation:

- **Małgorzata Burzec-Lewandowska**, **Robert Posytek**, Editors, Propertynews.pl, Propertydesign.pl, Housemarket.pl

EEC TALKS

4 September 2020 | 11.15-12.15

Economy, people, technologies - EEC talks

11.15-11.30

One-to-one interview (15')

- **Artur Soboń**, Secretary of State, Government Plenipotentiary for Instruments of Financing the Economic Development of the State, Ministry of State Assets, Poland | **Jerzy Dudala**, Journalist, WNP.PL

11.35-11.50

One-to-one interview (15')

- **Dariusz Mikołajczak**, President, Toyota Motor Manufacturing Poland | **Piotr Myszor**, Journalist, Economic Magazine New Industry, **WNP.PL**

One-to-one interview (20'):

- **Zygmantas Vaičiūnas**, Minister of Energy, Lithuania [online] | **Ireneusz Chojnacki**, Journalist, WNP.PL

MARKET AND MARKETING

4 September 2020 , 2020 | 12.15-13.00**Digital Times Square in Warsaw**

The symbol of New York in Warsaw – does Poland's capital city need a place modelled on New York's Times Square? Concept, execution, assumed functions in the urban space. Digitalisation and new technologies in Out of Home communication. How to convince municipal authorities that digital advertisement is worth exploring?

Debate participants (alphabetical list):

- **Artur Celiński**, Deputy Editor-in-Chief, City Warehouse
- **Michał Bordewicz**, Marketing Manager, Samsung Electronics
- **Radosław Gołąb**, Director of Digital Product Development, AMS

Moderation:

- **Marcin Ochmański**, President of the Management Board, Warexpo

DEVELOPMENT AND ENVIRONMENT

4 September 2020 | 13.30-15.00 | Multifunctional Hall E**Water resources. In time of crisis**

Severe draught? Water in the world, Europe and Poland. Climate change, the impact of human activity, and other factors influencing water resources. Hydro-ecological conditions – disposable underground water resources in Poland, their condition and exploitation. The role of regulations in eco-friendly management of water resources. Problems with water: flawed laws, eutrophication, micro-litter. Special needs of the Baltic Sea – necessary actions. Education and support of the "diversified" retention.

Debate participants (alphabetical list):

- **Piotr Czarnocki**, Head, Department of Sustainable Development and International Cooperation, Ministry of Climate, Poland [online]
- **Przemysław Dąca**, President of the Management Board, Państwowe Gospodarstwo Wodne Wody Polskie
- **Henryk Drob**, President of the Management Board, General Director, Upper Silesian Water Supply Company
- **Zbigniew Gieleciak**, President of the Management Board, Regional Centre for Water and Sewage Management in Tychy [online]
- **Artiom Komardin**, CSO, Sense Monitoring
- **Piotr Nieznański**, Board Advisor for Environmental Affairs, WWF Poland Foundation
- **Klara Ramm**, Project Manager, NOAH, Poland, expert, Chamber of Commerce Waterworks Poland
- **Blanka Romanowska**, Director, Department of Infrastructure and Environment, Metropolitan Association of Upper Silesia and Dąbrowa Basin
- **Sebastian Szklarek**, Founder, "Świat Wody" Blog, Ecohydrologist, Polish Academy of Sciences (PAN)
- **Kamil Wyszowski**, Representative, President, UN Global Compact Network Poland

Moderation:

- **Kalina Olejniczak**, Journalist, PortalSamorządowy.pl, WNP.PL

DEVELOPMENT AND ENVIRONMENT

4 September 2020 | 13.30-15.00 | Multifunctional Hall F**Stop smog**

Legal tools and their efficacy. The "clean air" program – reactivation? Ban on burning coal in household stoves – sources of financing the replacement of old stoves with new ones. Smog and system heat – necessity vs. the costs of connecting to the grid. Air quality in municipal policies, the experience of leaders. The role of social awareness and education. Smog in less urbanized areas. The problem of energy poverty and countermeasures.

Debate participants (alphabetical list):

- **Adam Ambrozik**, Corporate Affairs Manager, VELUX Poland
- **Andrzej Guła**, Leader, Polish Smog Alarm
- **Piotr Kuczera**, Mayor of Rybnik
- **Antoni Szlagor**, Mayor of Żywiec
- **Jacek Szymczak**, President of the Management Board, Chamber of Commerce Polish Heating Industry
- **Paweł Ścigalski**, President's Plenipotentiary for Air Quality, Krakow City Hall [online]
- **Hanna Uhl**, Director, Department of Low-Emission Economy, Ministry of Economic Development, Poland [online]
- **Daniel Wolny**, Head, Energy Management Office, Katowice City Hall

Moderation:

- **Aneta Kaczmarek**, Journalist, WNP.PL, PortalSamorządowy.pl

CITY, METROPOLE, REGION

4 September 2020 | 13.30-15.00 | Banquet Hall A**PPP – new opening**

Weakened local government – a partner in business? Perspectives of the development of PPP as an antidote to the lack of capital. Regulations and political support. Needs and possibilities. New PPP projects – examples. Good practices and lessons from mistakes. Combining PPP with EU funding. Private partners – where to find them?

Debate participants (alphabetical list):

- **Ryszard Brejza**, Mayor of Inowrocław [online]
- **Arkadiusz Chęciński**, Mayor of Sosnowiec
- **Marek Dusiński**, President, Zakład Wodociągów, Kanalizacji i Oczyszczalnia Śwadów "Wod-Kan" [online]
- **Tomasz Korczyński**, Managing Counsel, Dentons
- **Michał Olszewski**, Deputy Mayor of Warsaw
- **Roman Szelemej**, Mayor of Wałbrzych [online]

Moderation:

- **Piotr Wiewióra**, Journalist, PortalSamorzadowy.pl

SOCIETY – ECONOMY

4 September 2020 | 13.30-15.00 | Banquet Hall B

Culture, economy, values

Culture in need. Losses, restrictions, current problems. The significance of culture and cultural institutions in social life, identity, education and civilizational development. How not to protect values and heritage? Business, local governments, state vs. the financing of culture during a crisis. Culture as part of the labour market, the market of an economic situation, and asset of cities.

Debate participants (alphabetical list):

- **Kamila Bondar**, President of the Management Board, Fundacja Sztuki Polskiej ING
- **Artur Rojek**, Art Director, Off Festival
- **Katarzyna Szczepańska-Woszczyna**, Vice-Rector for Science and Education, Dean, Faculty of Applied Sciences, WSB Academy in Dąbrowa Górnicza
- **Robert Talarczyk**, Director, Stanisław Wyspiański Silesian Theatre
- **Mikołaj Ziółkowski**, Open'er Festival, Alter Art

Moderation:

- **Artur Celiński**, Deputy Editor-In-Chief, 'Miasta' Magazine

DEVELOPMENT AND ENVIRONMENT

4 September 2020 | 13.30-15.00 | Banquet Hall C

Agriculture and the food industry in the face of climate change

Food production and climate – mechanisms of mutual influence. Agriculture as a branch of economy especially susceptible to climate change. Extensive farming and breeding vs. natural resources. European Green Deal – opportunities and challenges. Feeding humanity without putting the planet in jeopardy – directions for change and technologies helping to adapt food production to climatic and demographic challenges. Limiting emissions of farming vs. profitability of production.

Debate participants (alphabetical list):

- **Andrzej Gantner**, Vice-President, CEO, Polish Federation of Food Industry Union of Employers (PFFI UE)
- **Szymon Giżyński**, State Secretary, Ministry of Agriculture and Rural Development, Poland
- **Zbigniew Karaczun**, Faculty of Horticulture, Biotechnology and Landscape Architecture, Department of Environmental Protection, Warsaw University of Life Sciences
- **Paulina Kopeć**, Secretary General, Association of Polish Fruit and Vegetable Distributors 'Fruit Union'
- **Lorenza Romensce**, Managing Director, European Industrial Hemp Association
- **Cezary Urban**, Director, Agricultural Solutions, BASF Poland

Moderation:

- **Anna Wrona**, Journalist, portalspozywczy.pl

SOCIETY – ECONOMY

4 September 2020 | 13.30-15.00 | Lecture Hall

Tourism, hotel industry, MICE

The scale and consequences of the recession in the tourism industry caused by the pandemic. Current and forecast occupancy rates – long-term perspective. Business hotels in the face of lock-down – how to help them? The dynamics of development of the MICE sector in Poland in recent years - significance for the economy and development of the country. The impact of business tourism on the state of infrastructure in cities. Economic, cultural, entertainment and sports events - how to survive when demand returns?

Debate participants (alphabetical list):

- **Bartosz Bieszyński**, Coordinator of Meetings and Events Industry Council, Representative of the TUgether initiative
- **Tomasz Bujok**, Mayor of Wisła
- **Krystyna Gołąbek**, Owner, Business Service GALOP, Vice-President of the Board for Membership, Conferences and Congresses in Poland Association
- **Władysław Grochowski**, President of the Management Board, Arche Group
- **Mariusz Jankowski**, Head of Investor Service Department, Katowice City Hall
- **Tomasz Kobierski**, President of the Management Board, Poznan International Fair, President of the Management Board, Polish Chamber of Exhibition Industry
- **Michał Kozak**, President of the Management Board, Arlamów Hotel
- **Marcin Stolarz**, President of the Management Board, PTWP Event Center

Moderation:

- **Wojciech Kuśpiak**, President of the Management Board, PTWP, Initiator of the European Economic Congress

EEC TALKS

4 September 2020 | 13.30-14.15 | Multifunctional Hall G
Economy, people, technologies - EEC talks

13.15-13.30

One-to-one interview:

- **Rafał Weber**, Secretary of State, Ministry of Infrastructure, Poland | **Jacek Ziarno**, Editor-in-Chief, "Nowy Przemysł" Economic Magazine

13.50-14.05

One-to-one interview:

- **Rafał Sonik**, President of the Management Board, Gemini Holding | **Rafał Kerger**, Economic Journalist, Editor-in-Chief, WNP.PL, PulsHR.pl, PortalSamorzadowy.pl

EEC TALKS

4 September 2020 | 14:10-15.00 | Multifunction Hall G
Social media marketing ad 2020

How the COVID-19 virus epidemic has affected digital marketing. Did Influencers - digital opinion leaders - help or submerge brands? The challenges faced by marketers and online content creators will be discussed by market representatives and publishers.

- **Jakub Chmielniak**, Originator, Founder, Lethe (Mr. Gugu & Miss Go brand)
- **Karina Kaliszczak**, Business Development & Head of Marketing, Verona Cosmetics
- **Jakub Roskosz**, Founder, DuzeRabaty.pl
- **Natalia Sisik**, Influencer, TikTokerka, Community Manager, Daily Dose of Beauty [online]
- **Andrzej Marchlewski**, Traveller, Influencer, CEO Videographer, TWOSIX.VIDEO
- **Patryk Woźniak**, Influencer, Winner of 'Fame or Shame' Programme

Moderacja:

- **Mateusz Krogulec**, Co-Owner, Daily Dose of Beauty

ACCOMPANYING EVENTS

4 September 2020 | 15.15-16.30 | Banquet Hall C

Fourth meeting of the Silesian Expert Forum

Organizer: Marshal's Office of the Silesian Voivodeship

*-participation not confirmed