



# EUROPEAN CONGRESS

of Small and Medium – Size Enterprises

## SPECIAL EDITION

SEPTEMBER – DECEMBER 2020

# BACK TO BUSINESS

- Think Eco! Forum
- Investments as a driving force of development
- 2<sup>nd</sup> Regional Energy Forum
- Financing of entrepreneurs and municipal development
- Silesian Forum of Experts
- Hi-tech industry

ORGANIZER

CO-HOST

**September – December 2020**

## **European Congress of Small and Medium-sized Enterprises – Back to Business!**

This year's edition of the European Congress of Small and Medium-sized Enterprises aims to restore the supply chain and oversee the further development of the economy, therefore the B2B meetings and tools allowing entrepreneurs to connect have become the organizer's top priority. It is worth noting that organization of a three-day event during a pandemic year for 8,000 participants would be highly risky and could thus expose them to COVID-19, which is why the organizers have also set as their goal the mitigation of such risk, while taking account of the needs of the market and focusing on saving the economy.

This year's edition of the Congress will be held under the slogan B2B: **Back to Business**. The event itself will be organized between September and December 2020 in the area of the GZM Metropolis and the Silesian Voivodeship.

Each day will be devoted to one thematic path as part of which decision-makers representing various interests (entrepreneurs, local governments, central administration bodies) will meet at a round table and have an opportunity to discuss issues of key importance for a given path. Following the discussion, recommendations will be drawn up, which will then be provided to both central and European Union bodies.

The next phase will consist of B2B meetings – entrepreneurs will have the opportunity to meet in person as well as to use a platform prepared particularly for this purpose, allowing them to connect with our foreign guests.

The event will be concluded with an evening dinner prepared for our VIP guests, who will once again be able to resume their round-table conversations. The number of seats will be limited so as to avoid any unnecessary risk.

<b>Date</b>	<b>19–20.10.2020</b>
<b>Place</b>	<b>Silesian Museum</b>
<b>Topic</b>	<b>Investments as a driving force of development – how to invest abroad, where to invest in Poland</b>
<b>Proposed agenda</b>	<p><b>Day 1 (October 19, 2020) 8:00 PM Dinner</b></p> <p><b>Day 2 (October 20, 2020)</b></p> <p><b>10:00 AM – 10:15 AM</b> Welcoming the participants</p> <p><b>10:15 AM – 11:00 AM Investments as a driving force of development</b></p> <ul style="list-style-type: none"> <li>- Investments – how it is done best in Europe – KSEZ,</li> <li>- Where do we make mistakes in the fight for an investor?</li> </ul> <p><b>11:00 AM – 11:45 AM Where to invest in Poland</b></p> <ul style="list-style-type: none"> <li>- The role of the commune, how important the first impression is – how important is the climate?</li> <li>- Investors – where and how to find them?</li> </ul> <p><b>11:45 AM – 12:00 noon Break</b></p> <p><b>12:00 noon – 01:30 PM How to invest abroad</b></p> <ul style="list-style-type: none"> <li>- PAIH – Polish export tool (where do they know about us, what the world is looking for in Poland, how to start thinking about expansion, export strategies</li> <li>- Foreign expansion – first steps in acquiring foreign partners,</li> <li>- German market – not for everyone, how to prepare well when sending your product across the Oder? (Invest in Leipzig, Wagner Kanlzei).</li> </ul> <p><b>01:30 PM – 01:45 PM Summary</b></p> <p><b>02:00 PM Lunch</b></p> <p><b>03:00 PM – 04:00 PM Entrepreneurs matching</b></p> <p><b>03:00 PM – 08:00 PM Online entrepreneurs matching</b></p> <p><b>Day 2 (October 20, 2020) Silesian Museum, conference room H</b></p> <p><b>11:00 AM – 12:30 PM High-Level Conference</b>  <b>“Chamber of Commerce's - Business Support Institutions – Entrepreneurs -cooperation triangle in the times of restoring of the worldwide supply chains</b></p> <p><b>(Closed meeting)</b></p> <p><b>12:30 PM – 02:00 PM Individual meetings online.</b></p>
<b>Conference format</b>	Presentations + discussions

<b>Date</b>	<b>29–30.10.2020</b>
<b>Place</b>	<b>Wisła, Stok Hotel (TBC, exhibition space necessary)</b>
<b>Topic</b>	<b>2<sup>nd</sup> Regional Energy Forum of the Silesian Voivodeship</b>
<b>Proposed agenda</b>	<p><b>Day 1 (October 29, 2020)</b></p> <p><b>10:00 AM – 10:15 AM</b> Opening and welcoming the participants</p> <p><b>10:15 AM – 11:45 AM</b> Energy in the era of the COVID-19 pandemic – new challenges and conditions, the “Green order” and energy transformation,</p> <p><b>11:45 AM – 12:00 noon</b> Coffee break</p> <p><b>12:00 noon – 01:30 PM</b> Modern approach to energy efficiency,</p> <p><b>01:30 PM – 02:30 PM</b> Lunch</p> <p><b>03:00 PM – 04:30 PM</b> Hydrogen and other alternative fuels in the energy mix of the region/country</p> <p><b>03:00 PM – 03:30 PM</b> working meeting of the Regional Energy Council</p> <p><b>03:30 PM – 05:30 PM</b> open meeting (18<sup>th</sup>) of the <b>Regional Energy Council</b></p> <p><b>07:00 PM</b> Official dinner</p> <p><b>Day 2 (October 30, 2020)</b></p> <p><b>10:00 AM – 11:30 AM</b> Electromobility and local governments – opportunities and threats</p> <p><b>11:30 AM – 11:45 AM</b> Coffee break</p> <p><b>11:45 AM – 01:15 PM</b> Adapting local heating plants to EU law, searching for interesting energy solutions (e.g. small thermal waste treatment installations or the use of biomass)</p> <p><b>01:15 PM – 01:30 PM</b> Forum summary</p> <p><b>01:30 PM – 02:30 PM</b> Lunch</p> <p><i>All TBC</i></p>
<b>Conference format</b>	Round table

<b>Date</b>	<b>23–24.11.2020</b>
<b>Place</b>	<b>Silesian Museum</b>
<b>Topic</b>	<b>Financing of entrepreneurs and municipal development</b>
<b>Proposed agenda</b>	<p><b>Day 1 (November 23, 2020)</b>  <b>8:00 PM</b> Dinner</p> <p><b>Day 2 (November 24, 2020)</b>  <b>10:00 AM – 10:15 AM</b> Welcoming the participants</p> <p><b>10:15 AM – 11:45 AM</b></p> <ul style="list-style-type: none"> <li>- COVID-19 – new reality in planning,</li> <li>- Strategies – why is it worth implementing them well,</li> <li>- Investments – the ABC of good practices to attract an investor – why do some people succeed and others don't?</li> <li>- Where are we looking for resources – why is it worth to keep on looking continuously?</li> <li>- A treasurer or an analyst – who should an official responsible for commune finances be today?</li> <li>- Similar or unique – how to build the brand of cities and regions?</li> </ul> <p><b>11:45 AM – 12:00 noon</b> Break</p> <p><b>12:00 noon – 01:30 PM</b></p> <ul style="list-style-type: none"> <li>- External financing for entrepreneurs – instruments in the era of COVID-19,</li> <li>- Best practices – entrepreneurs and their experience in using external financing,</li> <li>- How do we see ourselves, how do others see us – communes as seen through the eyes of business.</li> </ul> <p><b>01:30 PM – 01:45 PM</b> Summary</p> <p><b>02:00 PM</b> Lunch</p> <p><b>03:00 PM – 04:00 PM</b> Entrepreneurs matching</p> <p><b>03:00 PM – 08:00 PM</b> Online entrepreneurs matching</p>
<b>Conference format</b>	Presentations + discussions

<b>Date</b>	<b>09.12.2020</b>
<b>Place</b>	<b>The seat of the Regional Chamber of Commerce in Katowice Opolska 15 Street 40-084 Katowice</b>
<b>Topic</b>	<b>Silesian Forum of Experts</b> <i>The topic will be agreed upon with the Marshal of the Silesian Voivodeship.</i>
<b>Proposed agenda</b>	<b>10:00 AM Introduction</b>  <b>10:30 AM – 12:30 PM Speeches</b>  <b>12:30 PM – 1:00 PM Discussion</b>  <b>1:00 PM – 1:30 PM Summary</b>  <b>2:00 PM Lunch</b>  <i>Details TBA</i>
<b>Conference format</b>	Presentations + discussion

<b>Date</b>	<b>09–10.12.2020</b>
<b>Place</b>	<b>TBA</b>
<b>Topic</b>	<b>The hi-tech industry is the Polish highway to the future</b>
<b>Proposed thematic scope</b>	<p><b>Day 1 (December 9, 2020)</b>  <b>8:00 PM</b> Dinner</p> <p><b>Day 2 (December 10, 2020)</b>  <b>10:00 AM – 10:15 AM</b> Welcoming the participants</p> <p><b>10:15 AM – 11:45 AM</b></p> <ul style="list-style-type: none"> <li>- How to shape the Polish system of supporting scientific research and developments?</li> <li>- Where to obtain funds intended to support research conducted directly by companies?</li> <li>- How to prevent the “brain drain” from Poland by foreign companies?</li> <li>- Is it necessary to educate entrepreneurs on the possibility of using new technologies to increase the competitiveness of traditional industries?</li> <li>- How do robots help automate the research and development phase for new drugs?</li> </ul> <p><b>11:45 AM – 12:00 noon</b> Break</p> <p><b>12:00 noon – 13:30 PM</b></p> <ul style="list-style-type: none"> <li>- Large car companies or great technological laboratories – what is a car of today – what will it become in the future?</li> <li>- AI in business – (un)limited possibilities of artificial intelligence and its impact on the industry,</li> <li>- May the emergence of negative consequences of research into new technologies stop their development (e.g. ethical issues as regards genetic research)?</li> <li>- The role of the patent system in the diffusion of knowledge – positive or negative?</li> <li>- Elon Musk – vision vs. reality.</li> </ul> <p><b>01:30 PM – 01:45 PM</b> Summary</p> <p><b>02:00 PM – 03:00 PM</b> Lunch</p> <p><b>03:00 PM – 04:00 PM</b> Entrepreneurs matching  <b>03:00 PM – 08:00 PM</b> Online entrepreneurs matching</p>
<b>Conference format</b>	Presentations + discussion