



KATOWICE

24th - 27th September 2012

European Congress

of Small and Medium - Size Enterprises

Science - Business - Self-Government **TOGETHER FOR ECONOMY**

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EUROPEAN CONGRESS OF SMALL AND MEDIUM – SIZE ENTERPRISES

The II European Congress of Small and Medium – Size Enterprises will continue the idea of the SME sector business meeting which took place last year. Previous Congress became a ground of numerous debates and discussions gathering the representatives of the SME sector and large companies, scientific circles, business environment institutions, local governments and state authorities. The Honorary Patronage over the Congress was taken by President of the Polish Republic – Bronisław Komorowski. In addition members of the Polish government, including Prime Minister – Donald Tusk, took part in the discussion panels.

12 subject sessions and 30 discussion panels, 23 foreign delegations, together – over 2,5 thousand participants from Poland and abroad – these are the statistics of the I European Congress of SME. Two day cycle of meetings resulted in creating postulates of proposed changes in the development of SME, naming barriers that entrepreneurs encounter and suggesting changes for the purpose of eliminating the difficulties which level the chances for Polish entrepreneurship.

Themes of this year's Congress are: Modern management in micro, small and medium - size enterprise, Internationalization of enterprises – Business without boundaries and Innovations for SME. Main aim of the meeting will be to pass information on the present challenges for entrepreneurs in all management – related processes taking place in a company. During the particular panels, experts and experienced managers of Polish and European enterprises will present current trends and directions in management, which constitute everyday concerns for all entrepreneurs. Main objective of the II European Congress of Small and Medium Size Enterprises is to strengthen the cooperation between local government, science and business sectors in order to increase the economic growth of Poland and the whole Europe.

Participation in the Congress is FREE OF CHARGE!

We invite you to register on www.kongresmsp.eu





Tadeusz Donocik
President of the Chamber of Commerce
and Industry in Katowice

Chamber of Commerce and Industry in Katowice is one the biggest and most dynamically functioning economic chambers in Poland. As an economic self – government institution, we are closest to entrepreneurs – with pride and joy we receive information about their successes, we support their development and assist them in solving various problems.

SME sector, as the most numerous and having the largest impact on economy, is in the center of our interest. Small and medium – size entrepreneurship has been the basis of the Polish economy since the beginning of the 90's. It was the origin of the largest fortunes and the people who created that zone taught the Poles how the rules of free – market function. Nowadays, SME is going through the process of internationalization – local entrepreneurs more and more frequently cooperate not only with national, but also international investors. Bigger and bigger role is also played by innovations.

The SME sector entrepreneurs are becoming more and more conscious of the role that modern management plays in micro and small companies. Such management of a company means integration of short - term plans and long – term thinking based on a strictly defined strategy of action. Planning activities, organizing work, motivating employees and monitoring company's results – these are the essential components of such approach. In order to meet new challenges, the Chamber of Commerce and Industry in Katowice organizes, already for the second time, the European Congress of Small and Medium – Size Enterprises. Previous edition has revealed how many problems the SME sector entrepreneurs have to face, how important is the dialogue and integration of economic milieu, as well as partnership of science and business. Recommendations published after the end of the Congress, directed to state institutions and self – governments included postulates, have been taken into consideration in planned actions.

In view of the fundamental role of small and medium – size enterprises in the Polish economy, it is certain that the development of SME means the development of Poland.



prof. dr hab. Jerzy Buzek
Member of the European Parliament

One of the biggest resources of our country is the entrepreneurship and energy of Poles, liberated in 1989. Those have largely contributed to the fact that Polish economy was the only in EU to resist the recession of 2009. Our entrepreneurs create work places, contribute to the development of Poland and stand as ambassadors of Poland abroad.

One of the aims of the European Parliament's activities is to improve the position of small and medium – size companies in the entire European Union. Presently, they generate about 60% of the Union's GDP and create nearly 70% of all workplaces. Therefore, it is so important to solve the issue of their access to capital or creating the European patent system.

I believe that the European Congress of Small and Medium – Size Enterprises, planned to take place in September 2012 in Katowice, will become a professional background for the Polish government and European Union. We need to remember, that more successfully and effectively working entrepreneurs today mean wealthier, more competitive and safer European Union tomorrow.



Janusz Steinhoff
Chairman of the Council of the Polish
Chamber of Commerce and Industry in Katowice

Condition and prospects for development of the SME sector constitute one of the most significant challenges for the economic policy both of the European Union and Poland. It is worth remembering, that the SME sector companies generate about 60% of the European Union's GDP and around 70% of all workplaces. Therefore, it is necessary to quicken the realization of programs aiming to boost these companies' competitiveness. These goals may be achieved by using rational forms of public aid, which are in compliance with the EU rules, supporting utilitarianism - oriented scientific research and transferring the results to the SME sector. SME – friendly environment allows facilitating the access to capital, which results in significant reduction of administrative charges, protection of intellectual property, and rational cooperation with economic self – govern-

ment. Polish and European entrepreneurs are also in need of a friendly and stable tax system. I am convinced that exactly these problems will become the center of a debate during the second edition of the European Congress of Small and Medium – Size Enterprises in Katowice.



Andrzej Arendarski
President of the Polish Chamber of
Commerce

After 20 years of functioning in the conditions of a free market economy and first experiences in entering foreign markets, the most important challenge standing in front of Polish business today is the development of innovation and knowledge – based economy. The process of transforming the Polish economy into such model cannot be accomplished without involvement of the SME sector companies.

Private enterprises generate about 60% of GDP and hire around 70% of workers in the national economy. Therefore, prosperity of us all depends on their success. SME companies constitute a mainstay of the Polish economy and its future will be conditional upon their functioning in the sphere of innovations. Small and medium – size enterprises determine the economic development of the EU countries as well. Therefore, we ought to do everything to make it easier for small and medium – size companies to have access to innovations. The European Congress of Small and Medium – Size Enterprises in Katowice is a perfect occasion to reflect on these matters. Every year the Congress raises a wide range of problems that the Polish SME sector companies face, but it also places these issues in the European context. We need to keep in mind that if Europe seriously considers getting out of the crisis, then it should focus its attention not only on the financial sector, but also on supporting SME.



Bożena Lublińska – Kasprzak
President of the Polish Agency for
Enterprise Development

The source of the Polish economic success lies in the dynamic development of small and medium – size companies. This sector constitutes a flywheel for the economic development

of the whole Europe. Competitive position of Polish small and medium – size companies which operate on the European and world markets depends upon their abilities to apply business practices based on cooperation with other market entities, among others, enterprises, customers, institutions of support and scientific – research centers. An essential factor in this process is the particular strategy – based management of a company. Although entrepreneurs' awareness in the scope of a strategic management is constantly improving, their theoretical and practical strategic plans are still very general and are not founded on a detailed analysis of a company's strengths and weaknesses.

The motto of this year's Congress is Modern management in a micro, small and medium – size company. Polish Agency for Enterprise Development, just like last year, is a contents partner of this important event on the Polish economic scene. I am convinced that the Congress will abound in many interesting discussions with participation of managers, entrepreneurs, institutions for support of entrepreneurship and public administration representatives, and it will result in elaboration of the recommendations, which will serve the process of strengthening the effective mechanisms of supporting small and medium – size enterprises in their development, stimulation of their innovation and internationalization.

It is worth emphasizing, that in order to draw managers' attention to the management – methods in enterprises, the Polish Agency for Enterprise Development has announced 2012 the year of good management. Entrepreneurs and individuals who plan to establish a business in 2012 are particularly supported in their realization of all crucial management functions - planning, organization and monitoring – by means of courses, counseling and financing.



prof. zw. dr hab. Wiesław Banyś
HM Rector of the University of Silesia

Coupling of economy and science, transfer of knowledge to industry, organization of practices and apprenticeships for students and graduates, modern programs of studies, as well as continuing education, development of academic entrepreneurship, and cooperation with employers and their organizations – it all contributes to a creation of more competitive and modern Europe, and safe tomorrow. I am very happy, that the European Congress of Small and Medium – Size Enterprises, which will also take place in the University of Silesia – the biggest

University in the Region, will become a place of discussions about a cooperation of science and economy, which constitutes a response to the worldwide trend of a practical application of knowledge and its commercialization. Intensification of relations between education, scientific research and economy within the framework of the knowledge – triangle is one of the most essential and substantial tasks defined in the documents: Europe 2020 – Strategy for intelligent, sustainable and inclusive growth and National Reform Programme. Transfer of results of scientific research to economy is not an easy enterprise; therefore, it is important to elaborate general models of cooperation and a coherent action strategy for the coming years. It is also significant to develop a personnel background, which would support the transfer of knowledge and technology, and stimulate a network of cooperation: science – business – self-government. Small and medium – size enterprises are the leading sector in the European Union and the most numerous group of companies in Poland. They also notice the more and more growing need of a stable relation with a scientific society, which guarantees their harmonious development.



Zygmunt Łukaszczyk
Silesian Voivode

Already, for the second time, the European Congress of Small and Medium – Size Enterprises – a great occasion to exchange experiences and integrate the Polish and foreign business milieu, is organized by the Chamber of Commerce and Industry in Katowice. Small and medium – size enterprises are of the fundamental importance for the development of the Polish economy; they are vital in terms of a balanced functioning of economy. Their efficient progress – fostered by partner cooperation between state and local – government institutions and local entrepreneurs – allows creating new workplaces and contributes to the economic growth. It is worth emphasizing, that the SME sector constitutes the most numerous group of companies in our country, which hires more than 60% of all companies' employees.

Thus, the initiative of organizing the Congress is even more important, since, within its framework, the participants will try to point to the most significant directions of international cooperation for Polish enterprises and indicate the instruments of support of our cities' economic development.

I invite everyone to actively participate in the Congress and I would like to wish you fruitful debates.



Adam Matusiewicz
Marshal of the Silesian Voivodeship

I have great respect for the initiative of organizing the II European Congress of Small and Medium – Size Enterprises.

The SME sector constitutes a motive power of the European economy and, due to its strong connections with local environment and the influence it exerts, it is perceived as the main link of the harmonious development of regions. With satisfaction, I observe the activation of economic milieu which facilitates establishment of new business contacts between companies. Owing to the efficient transfer of information, presence of prominent experts and exchange of positive experiences, enterprises gain essential help in functioning in the EU realities. Voivodeship Self – Government strives to use the potential of European funds, which constitute a direct mechanism of financial support of SME, in the best possible way.

A powerful SME sector is a necessary element of a well – developing economy and further progress of our region is, to a large degree, dependent on its success. I am sure that the II European Congress of Small and Medium – Size Enterprises organized in Katowice, next to such events like the European Economic Congress and the New Economy Forum, will significantly contribute to the economic promotion of our region and create a friendly climate for investments of a diverse range.



Piotr Uszok
Mayor of Katowice

Katowice is the Capital of one of the most effectively developing metropolitan centers in Poland and events organized in our city are more and more frequently international. The European Congress of Small and Medium – Size Enterprises is a unique event and a platform for a discussion about the challenges standing in front of the Old Continent's economy. The SME sector is not only the most numerous group of companies in Poland, but also an important employer that hires more than 60% of all workers in Poland. We also have to remember that

the SME sector companies generate almost half of the Polish GDP and their activity has contributed to maintaining the stability of the Polish economy.

Organization of the Congress in Katowice is of special significance for our city. Next to the European Economic Congress, it is one of the most vital meetings of business, science and state administration representatives. It is also the confirmation of a properly selected way of our City's development and promotion. Therefore, I trust that the Katowice Convention Bureau will soon become the arena of further debates on the future of Polish, European and world economy.



Ryszard Wilczyński
Voivode of the Opolskie Voivodeship

The II European Congress of Small and Medium – Size Enterprises is a perfect place for a discussion about the role of the SME sector in the process of building innovative and dynamic economy. It also presents a chance to draw attention to the possibilities and challenges standing in front of the development of small and medium – size enterprises.

Small and medium – size enterprises are a motive power of both Polish and European economy. In the European Union, SME hire about 60% of all private - sector employees and create around 70% of all workplaces. Polish entrepreneurship, liberated in 1989, is one of the biggest fortunes of our country. The fact that Poland has managed to resist the first wave of recession and world crisis has to be owed to owners and employees of small and medium – size enterprises, and their: courage, diligence, intuition, invention and consistence of activities. We also need to draw attention to a production profile of companies, which by producing real product, produce real economy.

Small and medium – size enterprises, which are very often family companies, play the most important role in a harmonious local and regional development and are the most elastic in terms of adjusting to the constantly changing market conditions. We also need to appreciate the social responsibility of entrepreneurs, who engage themselves in the realization of an idea of a family – friendly company by supporting parenthood and consciously bear a burden connected with it.

Inadequate knowledge of a legal state, tax and employees' insurance – connected regulations are the source of fears and problems that entrepreneurs often struggle with. Among the challenges standing in front of the SME sector, we also need to

mention globalization. Companies which aim at success have to notice the necessity of cooperation and interaction within the framework of economic chambers. In order to effectively compete on the market, dialogue has to be considered an essential element – companies' owners ought to participate in a social and political life; however, not through supporting parties' ranks, but through a reliable dialogue and information about their needs. Awareness of problems, fears and expectations of small and medium – size entrepreneurs, as well as possibilities of their development and instruments of support, will certainly allow reliable and substantial discussion during the Congress. Presence of prominent guests of this year's meeting and their contacts with entrepreneurs will create a chance to further develop this extremely important sector of the Polish economy.



Józef Sebesta
Marshal of the Opole Voivodeship

Over 1,6 million of economic entities in Poland belong the SME sector. It hires 6,5 million of individuals – 7 out of 10 employees work in small and medium – size enterprises.

These numbers clearly illustrate, that our economy is based on small and medium – size enterprises, that they create its growth, as well as influence innovation, employment, and social integrity. Small and medium – size enterprises are characterized by great elasticity – they easily adjust to the changing economic situation. In the Opole Voivodeship, micro, small and medium – size enterprises constitute 99% of all economic entities. It turns out that, in terms of the level of entrepreneurship, we do not differ from Europe. This sector has an enormous potential which is proved by huge success of a project realized in Opole and co-financed by the Human Capital Operational Programme – "Key to business". Individuals who were about to start a business, received a grant amounting to 40 hundred PLN. Owing to this support, there have been 328 new companies established. This fact has encouraged us to carry out further recruitment. We have assigned for this purpose more than 54 million PLN, which will make possible establishment of 1300 new economic entities. The "Key to Business" Project has made many young people, so far professionally inactive, start their own companies and has also activated unemployed young women. Many courageous economic enterprises have arisen and niche companies which offer market services have been created.

Therefore, I heartily support the idea of organizing the II European Congress of Small and Medium – Size Enterprises as an occasion for a fruitful exchange of experiences, discussion and interesting conclusions, which, I hope, will become a motive force of the Polish economy.



Jerzy Miller
Voivode of the Małopolskie Voivodeship

I am extremely happy, that the II European Congress of Small and Medium – Size Enterprises will take place in Katowice, already for the second time. It is very important to promote and support the development of small and medium – size enterprises, which constitute a crucial element of the Polish economy, contribute to the economic growth and create workplaces for many Poles. It is considerable that the most interesting and innovative ideas, which implementation forms a chance for a local community, come into life in such companies. It is also important that small companies are strongly connected with their places of origin and that they cooperate for the benefit of these places by: paying taxes, employing local residents, cooperating with self – governments. It has to be remembered that a small or a medium – size company and self – government form a duet which works together in creating friendly conditions for residents. The history of Krakow, whose effective development would not have been possible without craft guilds, is the best example of such cooperation.



Marek Sowa
Marshal of the Małopolskie Voivodeship

Activity of the SME sector is one the motive forces of the Polish economy. Over 1,6 million of small and medium – size companies are responsible for generating half of the Polish GDP. As much as 7 out of 10 employees work in SME. These are some data that confirm the importance of the role that small and medium – size enterprises play in our country's development.

It is worth reminding, that still in the 70s of the XX century, the potential of a small and medium – size enterprise was not

fully appreciated, for the dominant role was ascribed to large companies and the scale of effect they were accomplishing. Changes on the world market which took place at that time, especially the world oil crisis, have shown that elasticity and adaptation skills, so characteristic for smaller companies, are indeed the indicator of power, and not weakness. These features are incredibly significant, especially nowadays, when situation on the market changes dynamically and quick adjustment to these changes is the condition of existence on the market.

Progressive globalization, which is already an irreversible fact, has defined new standards of competitiveness, at the same time, forcing companies to take a step further. In order to fulfill these requirements, companies have to introduce broadly understood innovations, compete on international markets, and implement modern management solutions. However, I wish to emphasize, that companies shall not treat the abovementioned in the context of an unpleasant duty, but a great chance of development. For us, a self – government, it is simultaneously a great challenge to actively support companies in the times of the “third wave modernity” that we have stepped into.

The II European Congress of Small and Medium – Size Enterprises is undoubtedly a perfect occasion for meeting everyone interested in the development of small and medium – size enterprises and a constructive debate on the directions that a modern economy should follow. Let's keep in mind, that owing to a broad discussion only, we may efficiently define the determinants of the SME sector's development, which will lead them towards innovation, modern management and internationalization; briefly, towards a business without boundaries.

I wish all the participants of the Congress fruitful and creative discussions. I am convinced that their results will soon be transformed into real and considerable activities.

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Vice President of the CCI in Katowice
Chairman of the CCI's Council's Commission for SME

Janusz Olszowski
President of the Mining Chamber of Industry and Commerce

Miłosz Omastka
President of the Board of the Regional Business Center

Luk Palmen
President of the Board of InnoCo Sp. z o.o.

Krystyna Papiernik
President of the Silesian Chamber of Tourism

Paweł Pawelec
President of the Chorzów Delegation of the CCI in Katowice

Jan Pytel
Chairman of the Board of the Silesian Department of National Chamber of Tax Advisers

Bożena Rojewska
President of the Board of the Upper Silesian Regional Development Agency Co.

Krzysztof Skiba
Member of the Board of the Czechowice Dziedzice Delegation of CCI in Katowice

Adam Sojka
Journalist of TVP Katowice

Aleksander Stuglik
Legal adviser, Managing Partner of KBZ Zurańska & Wspólnicy
Adwokaci i Radcy Prawni Sp. K.

Janusz Targosz
President of the Bielsko-Biała Chamber of Commerce and Industry

Artur Tomasik
President of the Board of GTL SA

Roman Trzaskalik
President of the Board of the Euro Centrum Science and Technology Park

Henryk Warkocz
President of the Board of TUV Nord Polska Sp. z o.o.

Tadeusz Wnuk
President of the Silesian Chamber of Construction

Józef Wycisk
Journalist of the Polish Radio - Katowice

Eugeniusz Wycisło
President of the Board of the Upper Silesian Agency for Entrepreneurship Promotion

Andrzej Zdebski
President of the Cracow Chamber of Commerce and Industry

Tomasz Zjawiony
Vice President of the CCI in Katowice

Andrzej Żylak
President of the Industrial and Commercial Chamber – Rybnik



SERVICES AND PRODUCTS FOR SMALL AND MEDIUM – SIZE ENTERPRISES BIZNES EXPO FAIR



We invite you to take part in the Services and Products for Small and Medium – Size Enterprises BIZNES EXPO FAIR, which will accompany the II European Congress of Small and Medium – Size Enterprises.

Date: 25th – 26th September 2012

**Place: University of Silesia in Katowice,
Department of Law and Administration**

**Within the framework of the Fair, the following
Salons will be open:**

- Salon of Education and Investments in Human Resources
 - Salon of Information Solutions for Business
 - Salon of Finances, Banking and Insurances
 - Salon of Modern Solutions for Companies
 - Salon of Construction Industry and Real Estate
- Salon of Touristic, Health – Resort and Recreational Offers
 - Salon of Municipalities' Investment Offers
- Salon of Mining and Mining Environment Companies
 - Salon of Business Environment Institutions
 - Salon of Energysaving
 - Salon of Franchising
 - Salon of Medical Services Offers
 - Salon of Manager

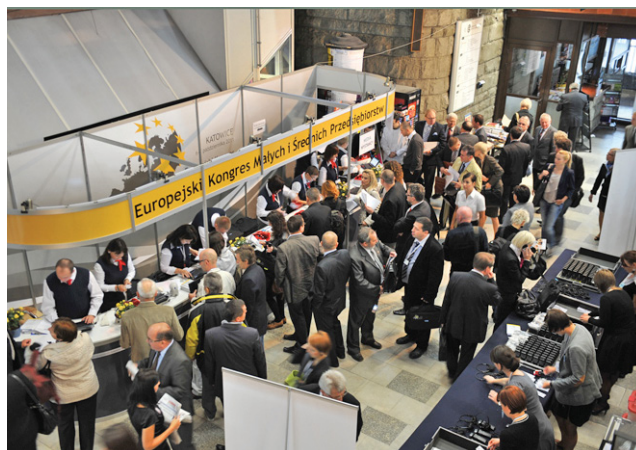
BIZNES EXPO
Fair Partner



The „Local Government, which supports SMEs Program” is an undertaking accompanying the II European Congress of Small and Medium Size Enterprises in Katowice. The program is addressed to governments at both local and regional level as well as counties. It aims to identify and promote governments which create favorable conditions for SMEs' business ventures and therefore encourage the development of this strategic sector of the economy.

More information on

www.kongresmsp.eu



CHAMBER OF COMMERCE AND INDUSTRY

More than 20 years' experience, high quality of provided services, expertise and creativity of specialists who assist such companies as yours in their everyday business!

Which way we provide assistance to business?

- we train, advise and inform about the principles of setting up businesses, possibilities of financing and running business activities,
- we organise conferences, seminars, workshops,
- we carry out research, advisory, training, pro-innovative, informative and promotional programs,
- we issue certificates of origin and validate documents in foreign trade,
- we promote companies by organisation of the Silesian Quality Award and Laurels of Abilities and Competence,
- we develop international cooperation, by organisation of outward missions, seminars and business forums,
- we confirm identity through PCCE Sigillum – granting electronic signature,
- we solve civil and business cases related and unrelated to property in the Arbitration Court.

As the autonomous business institution – we associate on voluntary basis businessmen not only from our region. We provide services both to our members – at preferential conditions – and to businessmen not associated in the Chamber. In the Silesian Voivodeship area, there are five representations of the Chamber of Commerce and Industry in Katowice which associate and support local entrepreneurs as well as promote the Chamber's activities.

We have the Certificate EN ISO 9001:2008 within the scope of activities run by autonomous business organisations, information and training services and international cooperation. We upgrade continuously our services, which may be proved by the title of the Laureate of the 16th edition of the Competition for the Polish Quality Award in the category – autonomous business organisations Laureate in the QI Services category – best quality services.

We are the hub of the National System of Services provided for SMEs (nr 12/06/2005/032) within the matters relating to information, and advisory and training services.



XXI Edition – Laurel of Abilities and Competence
19th January 2013

The Laurels of Abilities and Competence have been granted for 20 years by the Order of Laurels. They promote entrepreneurship of companies or people, institutions and organisations, which stand out from the economic background of our region and of the whole country and which are at the same time able to share their successes through their social activities and support provided for local initiatives.

Among our Diamond Laureates we have the Pope John Paul II, President Lech Wałęsa, prof. Jerzy Buzek, Javier Solana Madariaga, Jan Nowak Jeziorański, Aleksander Kwaśniewski, prof. Władysław Bartoszewski, prof. Leszek Balcerowicz, Andrzej Wajda, Bogdan Borusewicz or Krzysztof Zanussi. The Order of Laurels established on account of the 20th anniversary of these prestigious awards the prize of Eagle of Silesian Piast Dynasty.

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