



KATOWICE

22nd-25th September 2014

IV European Congress
of Small and Medium - Size Enterprises

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

10 years of entrepreneurship without borders

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September 22 nd	
10.00-11.30	Registration
10.30-11.30	Press conference Venue: Krystyna Bochenek Culture Centre, Chamber Room
12.00-12.10	Welcoming speeches of Congress' Co-hosts Venue: Krystyna Bochenek Culture Centre, Concert Hall • Piotr Litwa, Voivode of the Silesian Voivodeship, • Mirosław Sekuła, Marshal of the Silesian Voivodeship, • Piotr Uzoek, Mayor of the City of Katowice, • Dawid Kostempski, Mayor of the City of Świętochłowice, Chairman of the Management Board of the Metropolitan Association of Upper Silesia.
12.10-12.20	Opening ceremony led by Jerzy Buzek , Prime Minister of Poland from 1997 to 2001, President of the European Parliament from 2009 to 2012, Chairman of the European Parliament Committee on Industry, Research and Energy. Venue: Krystyna Bochenek Culture Centre, Concert Hall

12.20-13.10	Honorary guests speeches Venue: Krystyna Bochenek Culture Centre, Concert Hall • Ferdinando Nelli Feroci, European Commissioner for Enterprise and Industry, • Nancy Caruana, Secretary of State in the Ministry for the Economy, Investment and Small Business of the Republic of Malta, • Grażyna Henclewska, Undersecretary of State in the Ministry of Economy, President of the Team for Corporate Social Responsibility, Polish SME Envoy at the European Commission, • Jacek Guliński, PhD, Undersecretary of State in the Ministry of Science and Higher Education, • Gennadiy Chyzhykov, President of the Ukrainian Chamber of Commerce and Industry.
13.10-14.20	Inaugural session "Europe 2020 – summary of experiences and the challenges and development opportunities for enterprises" Venue: Krystyna Bochenek Culture Centre, Concert Hall Issues: • <i>Evaluation of the achieving of the EU Strategy's objectives to date:</i> – <i>Increasing innovation and the research and development funding,</i> – <i>increasing the employment rate,</i> – <i>improving the quality of education,</i> – <i>balancing the energy consumption,</i> – <i>fighting poverty and social exclusion?</i> • <i>What is the role of entrepreneurs in achieving the EU's strategic goals?</i> • <i>Recommendations and expectations of entrepreneurs concerning potential changes in EU's Strategy.</i> • <i>How can the SME sector take part in EU's economic growth?</i> • <i>What are the results of the assistance given to SME through the EU initiatives such as the Small Business Act?</i> • <i>How will the EU and the governments of its member states assist the SME in achieving the EU's goals?</i> Invited guests (in alphabetical order): • Jiří Cieńciata, Government Plenipotentiary for Moravian-Silesian Region and Ústí nad Labem Region, Minister of Trade and Industry in the Interim Government of the Czech Republic from 2013 to 2014, • Nancy Caruana, Secretary of State in the Ministry for the Economy, Investment and Small Business of the Republic of Malta, • Jacek Guliński, PhD, Undersecretary of State in the Ministry of Science and Higher Education, • Grażyna Henclewska, Undersecretary of State in the Ministry of

	Economy, President of the Team for Corporate Social Responsibility, Polish SME Envoy at the European Commission, • Jacek Krawczyk, President of the Employers' Group at the European Economic and Social Committee, • Ferdinando Nelli Feroci, European Commissioner for Industry and Entrepreneurship. <i>Presenting the assessment of the realisation of the Europe 2020 Strategy along with recommendations:</i> • Andrzej Arendarski, President of the Polish Chamber of Commerce, Vice-President of EUROCHAMBERS, • Marzena Chmielewska, Director of the European Funds Department of Lewiatan Confederation, • Prof. Jan Klimek, Vice-President of the Polish Craft Association, Director of the Enterprise Institute of the Warsaw School of Economics, President of the Chamber of Crafts and Small and Medium Entrepreneurship in Katowice, Representative of the European Economic and Social Committee, • Bożena Lublińska-Kasprzak, President of the Polish Agency for Enterprise Development, • Andrzej Malinowski, President of Employers of Poland, Representative of Employers in the European Economic and Social Committee, • Anna Polak – Kocińska, Vice-President of the Polish Information and Foreign Investment Agency. <i>Moderator:</i> Jerzy Buzek, Prime Minister of Poland from 1997 to 2001, President of the European Parliament from 2009 to 2012, Chairman of the European Parliament Committee on Industry, Research and Energy
14.20-14.30	Discussion summary
14.30-15.00	Break
	Parallel events:
15.00-17.00	Official Meeting of the Silesian Regional Assembly with the participation of the Parliamentary Standing Committee for Local Self-government and Regional Policy "The 25th anniversary of the cooperation between local and economic self-governments in Poland and Europe on the basis of the Silesian Voivodeship" Venue: Conference Centre (Faculty of Theology of the University of Silesia), Auditorium <i>Invited experts (in alphabetical order):</i>

	• Andrzej Arendarski, President of the Polish Chamber of Commerce, Vice-President of EUROCHAMBERS, • Kazimierz Barczyk, Chairman of the Lesser Poland Regional Assembly, • Elżbieta Bieńkowska, Deputy Prime Minister, Minister of Infrastructure and Development, • Jerzy Buzek, Prime Minister of Poland from 1997 to 2001, President of the European Parliament from 2009 to 2012, • Tadeusz Donocik, President of the Chamber of Commerce and Industry in Katowice, • Ferdinando Nelli Feroci, European Commissioner for Industry and Entrepreneurship, • Mirosław Sekuła, Marshal of the Silesian Voivodeship, • Marek Sowa, Marshal of the Lesser Poland Voivodeship, • Janusz Steinhoff, Chairman of the Council of the Polish Chamber of Commerce and the Chamber of Commerce and Industry in Katowice, Vice-president of the Public Board for Development of Low-Emission Economy. Moderator: Andrzej Gościński, President of the Silesian Regional Assembly During the session, honorary mentions of the IV edition of the "Self-government that supports SME" Program and badges for "Merit to the Silesian Voivodeship" will be given.
15.00-17.00	Women entrepreneurship and Education for the Future – good practices across the EU Venue: Krystyna Bochenek Culture Centre, Concert Hall Part 1 – Ceremonial awarding of certificates to Honorary Women Entrepreneurship Ambassadors 2014 „Women Entrepreneurship Ambassadors 2014” title nominees: • Mariarosy Calleri, Founder and Manager of Marden Entertainment (Italy), • Sophie Chen Lan, CEO of SSH Worldwide Finance and Project (China), • Paula Fitzsimons, Founder and Managing Director of Fitzsimons Consulting (Ireland), • Bev Hurley, Chief Executive of YTKO Group (United Kingdom), • ML Rajadarasri Jayankura, Princess of Thailand (Thailand), • Simona Kovacikova, Chairwoman of the Board at Slovak Women Platform (Slovakia), • Cindy Mabaso, Founder, Managing Director, consultant of LAK HR Consulting (South Africa), • Martha Phiri Maphuti, Co-founder and Vice-President of Top Class Energy SA (Pty) Ltd (South Africa), • Julie Meyer, Founder of ENTERPRENEURSHIPCOUNTRY, General Director of

	Ariadne Capital, Managing Partner of Ariadne Capital Entrepreneurs Fund (ACE) (United Kingdom), • Cheryl D. Miller, Founder and Executive Director of the Digital Leadership Institute NGO (Belgium), • Babou Olengha-Aaby, Founder, President of Mums Mean Business (Norway), • Alida Perkov, President of Business and Professional Women Pula, and Chair of BPW Danube Net (Croatia), • Grażyna Sikorska, Her Excellency, Ambassador of the Republic of Poland in Montenegro (Poland, Montenegro), • Marta Turk, President of the Regional Chamber of Commerce and Industry in Zavod Meta (Slovenia), • Katja Von der Bey, Founder and President of WeiberWirtschaft Eg (Germany), • Danah Zohar, management thought leader, physicist, philosopher and the author of many books (United Kingdom). Part 2 – Panel discussion with the participation of the Honorary Women Entrepreneurship Ambassadors. Presentation of the European educational, entrepreneurial, financing and networking practices.
15.00-17.00	Round table discussion – "Higher education of entrepreneurs in universities" (closed event) Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 104 Issues: • <i>Forming an entrepreneurial attitude among young people.</i> • <i>Skills and competencies a future entrepreneur should possess.</i> • <i>How are the apprenticeships for young entrepreneurs conducted.</i> • <i>Can an "Entrepreneurship" university programme prepare someone to run a successful company?</i> • <i>Do private universities have an advantage over public ones in creating and conducting programmes connected with entrepreneurship?</i> • <i>What can institutions such as ministries, district and voivodeship labour offices offer to young entrepreneurs?</i> • <i>How are business incubators/technoparks/accelelators helping young entrepreneurs?</i> Invited experts (in alphabetical order): • Jan Duława, MD, PhD, Professor of Medicine, Vice-Rector of the Medical University of Silesia in Katowice, • Grzegorz Głód, PhD, Vice-Dean of the Economy Faculty at the University

	of Economics in Katowice, • Katarzyna Grzybczyk, PhD, Vice-Dean for part-time programmes at the University of Silesia in Katowice, • Agata Hagno, Expert of the "Young Entrepreneur in a Modern City" program, • Piotr Kaczmarek-Kurczak, PhD, lecturer at the Entrepreneurship Department of Leon Koźmiński Academy in Warsaw, coordinator of the "Entrepreneurship in creative sectors" project of Leon Koźmiński Academy in Warsaw, • Prof. Jan Kaźmierczak, Eng., Vice-Chairman of the Innovation and New Technologies Committee, Director of the Institute of Production Engineering at the Silesian University of Technology, • Adam Kądziera, President of the Youth Forum of the PCPE 'Lewiatan', • Jerzy Kędziora, Director of the District Labour Office in Chorzów, • Prof. Lena Kolarska-Bobińska, Minister of Science and Higher Education, • Jacek Kotra, Director of the Science and Technology Park in Gliwice, • Mateusz Maik, Director of the Academic Business Incubators in Silesia, • Andrzej Szastok, President of the Polish Association of Business Trainers, • Assoc. Prof. Katarzyna Szczepańska-Woszczyna, Dean of the Faculty of Management, IT and Social Studies at the Academy of Business in Dąbrowa Górnicza, Vice-Rector for International Relations of the Academy of Business in Dąbrowa Górnicza, • Jarosław Zagrodnik, PhD, Faculty of Law and Administration of the University of Silesia, • Krzysztof Wróblewski, Director for organisational matters of the "Young Entrepreneur in a Modern City" program, • Tomasz Zjawiony, Vice-President of the Chamber of Commerce and Industry in Katowice, • Representatives of Young Entrepreneurs – winners of the Young Entrepreneur 2014 competition. Moderator: Janusz Dramski, Vice-President of the Chamber of Commerce and Industry in Katowice
19.00-20.30	'Business in fashion' Gala Venue: Vestibule of the Silesian Voivodeship Office in Katowice (by invitation only)
20.30	Official meeting of Congress' participants Venue: Vestibule of the Silesian Voivodeship Office in Katowice (by invitation only)
September 23rd	

9.00-11.00

10 years of entrepreneurship without borders

Venue: Conference Centre (Faculty of Theology of the University of Silesia), Auditorium

Issues:

- *The state of the Polish SME sector in comparison with other countries that joined the EU in 2004. What barriers have we already surpassed, what is still left to be done?*
- *Is the introduction of euro an opportunity or a threat for Poland?*
- *What effect will the introduction of euro have on Polish SME?*
- *What are the experiences of countries that introduced euro i.e. Slovakia? What effect did it have on the development of the SME sector in those countries?*

Invited experts (in alphabetical order):

- **Eugeniusz Budniok**, Chancellor of the Business Center Club Regional Chapter in Katowice,
- **Jiří Cieńciata**, Government Plenipotentiary for Moravian-Silesian Region and Ústí nad Labem Region, Minister of Trade and Industry in the Interim Government of the Czech Republic from 2013 to 2014,
- **Olgiert Dziekoński**, Secretary of State at the Chancellery of the President of the Republic of Poland,
- **Roman Jagieliński**, Deputy Prime Minister of Poland from 1995 to 1997,
- **Tomasz Kierzkowski**, Director of the Office of Business Client Department at Bank Pekao SA,
- **Bożena Lublińska-Kasprzak**, President of the Polish Agency for Enterprise Development,
- **Andrzej Malinowski**, President of the Employers of Poland, Representative of Employers in the European Economic and Social Committee,
- **Kazimierz Pazgan**, President of the Management Board of KONSPOL Holding Sp. z o.o., Vice-President of the Council of Polish Chamber of Commerce,
- **Daniel Pitonak**, Head of the Business Environment Analyses Department, Slovak Business Agency,
- **Janusz Steinhoff**, Chairman of the Council of the Polish Chamber of Commerce and the Chamber of Commerce and Industry in Katowice, Vice-President of the Public Board for Development of Low-Emission Economy,
- **Tomasz Wróblewski**, Managing Partner of Grant Thornton.

Moderator:

Roman Młodkowski, former Head of the Business editorial office of TVN24,

	creator of the TVN CNBC television channel, lecturer at the Academy of Business in Dąbrowa Górnicza
LAW/POLITCS	
9.00-11.00	Legal advisor as an expert for the entrepreneur – delegating legal work to a professional proxy as an element of effective enterprise management. Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 301 Issues: • <i>Entrepreneur's activity and the issue of bankruptcy.</i> • <i>Entrepreneurs' liability (members of the board) in the event of company's bankruptcy.</i> • <i>Taxing authorities and entrepreneurship.</i> • <i>Public procurements.</i> • <i>Agreements between the entrepreneur and foreign trade partners.</i> • <i>Freedom of establishment and legal and administrative limits.</i> • <i>Chosen problems.</i> • <i>Mediation as a method of resolving disputes between enterprises.</i> Invited experts (in alphabetical order): • Zbigniew Głodny, Legal advisor, • Jędrzej Klatka, Legal advisor, • Grzegorz Matusik, PhD, Lecturer at the Faculty of Law and Administration of the University of Silesia, legal advisor, • Arkadiusz Świderek, Legal advisor, • Marek Wojewoda, Legal advisor, • Grzegorz Żmij, PhD, Lecturer at the Faculty of Law and Administration of the University of Silesia, Legal advisor. Moderator: Ryszard Ostrowski, Dean of the District Chamber of Legal Advisors in Katowice
INNOVATION/NEW IDEAS/DEVELOPMENT	
8.30-10.30	Energy Efficiency in SME – goals, challenges, benefits Venue: The Euro Centrum Science and Technology Park – Building No. 8 (103 Ligocka St., Katowice) For participants' convenience, transportation will be organised from the Conference Centre (18, Jordana St., Katowice) to the Euro Centrum Science and Technology Park. The departure from the Conference Centre is planned for 8.10 with return to the Centre at 11.15. Those interested in the transportation are kindly requested to contact Ms Ewa

	Kimel: ekimel@rig.katowice.pl Issues: • <i>Energy efficiency in practice – Poland against a background of Europe,</i> • <i>Low – energy SME – areas for improvement of energy efficiency,</i> • <i>Practical advantages of implementing energy efficiency solutions ,</i> • <i>Sources of financing SME’s Project which increase their energy efficiency.</i> • <i>Legal requirements in the area of energy efficiency and low – energy building. Polish and the EU regulations,</i> • <i>White certificates as a means to support energy efficiency,</i> • <i>Coal as the fuel of the future – effective use of coal. Ecological and economic advantages of using certified fuels,</i> • <i>Voivodeship Fund for Environmental Protection and Water Management in Katowice as an instrument of support of energy efficiency,</i> • <i>A tour around the Park's passive building with minimal energy consumption – Building No. 8.</i> Invited experts (in alphabetical order): • Anne Houtman, Principal Advisor of Directorate General for Energy, • Gabriela Lenartowicz, President of the Managing Board of the Regional Fund for Environmental Protection and Water Management in Katowice • Jerzy Piszczek, Lead Engineer in PolSEFF team, • Prof. Jan Popczyk, Eng., Electroenergetics and Control Systems Institute, Faculty of Electrical Engineering of the Silesian University of Technology in Gliwice. • Prof. Andrzej Szlęk, Eng., Director of the Institute of Thermal Technology, Head of Division of Combustion Technology, Internal Combustion Engines and Renewable Energy Sources, • Marek Ściążko, PhD, lecturer at the AGH University of Science and Technology in Kraków • Roman Trzaskalik, President of the Board of Euro - Centrum Science and Technology Park. Moderator: Jacek Filus, On-Air Director of Polskie Radio Katowice
9.00-11.00	M-commerce Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 401 Issues: • <i>M-commerce – new dimension and face of e-commerce.</i> • <i>Barriers for the development a mobile commerce in Poland and Europe.</i> • <i>Challenges and trends in the development of a shopping market and mobile payment.</i>

	• <i>Mobile banking and shopping security – Polish Payment Standard, development of modern mobile applications, IT tools and solutions.</i> • <i>Code of a conscious seller and consumer – the new act on consumer rights, good Internet shopping regulations.</i> • <i>Legal limitations, policy common and m – commerce standards in the EU.</i> • <i>Government's Operational Programme Digital Poland 2014-2020.</i> Invited experts (in alphabetical order): • Mieczysław Groszek, PhD, Vice-President of the Polish Bank Association • Jarosław Królewski, Managing Director of the Humanoit Group, Co-creator of the E-economy curriculum and E-marketing postgraduate studies at the AGH University of Science and Technology in Kraków • Ludek Kuhr, Senior Advisor in BIC-R&D, • Monika Mikowska, Co-owner of the mobee dick Agency which designs mobile solutions, • Anna Nietyksza, Member of the European Economic and Social Committee, • Bartłomiej Nocoń, Managing Director of the Mobile Banking Department (Retail Banking Division), Bank Pekao SA • Radosław Runowski, Director of the e-Economy Support Department, Polish Agency for Enterprise Development • Jacek Uroda, Vice-Dean of the Academy of Business in Dąbrowa Górnicza. Moderator: Adam Sojka, TVP Katowice Journalist
COOPERATION	
9.00-11.00	Financing of self-governments' development investments – possibilities, opportunities and challenges Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 302 Issues: • <i>Which self – government projects may count on financial support of the EU in the 2014-2020 timeframe?</i> • <i>Own financial contribution and pre - financing the projects co – financed from the EU funds, and credit capacity of self – government administration.</i> • <i>How to effectively implement the development strategies of regions, cities and, districts in the context of decreasing own income and increasing running expanses of self – government administration?</i> • <i>Bond issue and public-private partnership as alternative sources of financing self – government investments – presentation of experiences and positive practices.</i>

	• <i>How to effectively optimize the costs of functioning of self – government administration and rationalize their expenditures?</i> Invited experts (in alphabetical order): • Damian Bartyła, Mayor of the City of Bytom, • Leszek Gałęcki, Director of the Banking Products Department of SGB-Bank S.A., • Kazimierz Górski, Mayor of the City of Sosnowiec, which issued municipal bonds multiple times in the past, • Irena Herbst, PhD, President of the Management Board of the Center for the PPP Foundation, • Frank Kohlenberger, Deputy Director of the Unit for Financial Policy for Innovation, Competitiveness and Employment at the Directorate General for Economic and Financial Affairs, • Józef Kurek, MD, PhD, Director of the Multi-specialist Hospital in Jaworzno, an example of a successful self-government investment following the Public-Private Partnership formula • Janusz Lewandowski, Member of the European Parliament, Commissioner of the European Commission from 2010 to 2014, • Zbigniew Podraza, Mayor of the City of Dąbrowa Górnicza, winner of the 2014 national ranking (prepared by the Rzeczpospolita newspaper) of cities with powiat rights who are most effective at using European funds. • José Isaías Rodríguez García-Caro, Member of the European Economic and Social Committee, • Adam Zdzieblo, Secretary of State in the Ministry of Infrastructure and Development, • Marek Zuber, economist, analyst, lecturer at the Academy of Business in Dąbrowa Górnicza. Moderator: Józef Wycisk, Journalist at Polish Regional Radio Station in Katowice „Radio Katowice” S.A.
EUROPEAN FORUM FOR YOUNG ENTREPRENEURS	
9.00-11.00	Young entrepreneur in a modern city Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 402 <i>Panel discussion based on applications to the one-year long "Young Entrepreneur in a Modern City" program and recommendations related to Polish youth entrepreneurship collected in the "Young Entrepreneurs Manifesto".</i> Issues: • <i>Legal environment</i>

	• <i>Freedom of business activity</i> • <i>Local administration</i> • <i>Start-up ecosystem</i> • <i>Development of entrepreneurship</i> Invited experts (in alphabetical order): • Przemysław Grzywa – Manager of the "Young Entrepreneur in a Modern City" Program, Vice-President of the Youth Forum at the CCI in Katowice, • Ullrich Schröder, Member of the European Economic and Social Committee, • Maciej Zbigniew Szymik, CEO of GRUPA Leader, • Jerzy Toborowicz, Economic consultant of The World Bank, • Dimitris Tsigos, President of the European Confederation of Young Entrepreneurs, • Dariusz Żuk, Managing Director of Entrepreneurial Poland. Moderator: Janusz Dramski, Vice-President of the Chamber of Commerce and Industry in Katowice
ACCOMPANYING EVENTS	
10.00-11.00	"The financial mood of Silesian entrepreneurs" press conference organised by the Economic Information Bureau InfoMonitor S.A. Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 403/4 During the conference, the 27th edition of the EIB Report will be presented, containing a survey of entrepreneurs opinion on the safety of running a business. The survey covered entrepreneurs from various industries, with an emphasis placed on the SME sector in the Silesian Voivodeship.
11.00-11.30	Official opening of the Biznes Expo Fair Venue: Conference Centre (Faculty of Theology of the University of Silesia), Invited guests (in alphabetical order): • Tadeusz Donocik, President of the Chamber of Commerce and Industry in Katowice, • Roman Jagieliński, Deputy Prime Minister of Poland from 1995 to 1997, • Mirosława Nykiel, Member of Parliament in Poland, • Mirosław Sekuła, Marshal of the Silesian Voivodeship, • Piotr Uszok, President of the City of Katowice.

EDUCATION/HR	
11.30-13.30	Vocational preparation of the workforce for the economy Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 301 Issues: • <i>The evolution of vocational education in Poland.</i> • <i>The lifelong learning of adults in Poland.</i> • <i>Employers' expectations in the context of the vocational education system (both formal and informal).</i> • <i>Dual vocational training system in Germany.</i> • <i>The French vocational education model.</i> • <i>European Union Funds – how to make the most out of the financial resources, 2007-2013 financial framework experiences, possibilities for SME assistance in the 2014-2020 timeframe.</i> Invited experts (in alphabetical order): • Pierre Bani, Representative of the Compagnons du Devoir responsible for United Kingdom, Ireland and The British Isles, • Brendan Burns, Member of the European Economic and Social Committee, • Axel Hartmann, Plenipotentiary of the Management Board for Public Administration Relations, COGNOS AG, • Wojciech Szajnar, Director of the Training Projects Support Department of the Polish Agency for Enterprise Development, • Andrzej Piłat, President of the Management Board of the Union of Vocational Education Centres, Chairman of the Supreme Employment Council, Vice-President of the National Chamber of Commerce, • Tadeusz Sławewski, Secretary of State in the Ministry of Education, • Michał Wójcik, Member of the Silesian Regional Assembly, Managing Director of the Chamber of Crafts and Small and Medium Entrepreneurship in Katowice. Moderator: Jacek Kwiatkowski, President of the Management Board of Vocational Education Centre in Katowice, Chairman of the National Council of the Union of Vocational Education Centres.
LAW/POLITCS	
11.30-13.30	Taxes as a barrier to SME development Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 402

Issues:

- *Finding your way in the maze of regulations – are the tax regulations clear enough? Ways of coping with the ambiguities and volume of the tax law, the significance of individual interpretations, legal protection resulting from the interpretation of tax law – scope and effectiveness*
- *Waiting for the VAT refund – can taxpayers count on a swift and problem-free tax refund? Ways of quickly reclaiming your VAT, countermeasures against VAT refund hold for the time of verification of its validation, VAT refund against collateral.*
- *Getting a tax exemption - Is there a realistic chance for a taxpayer to be granted a tax exemption? Exempt status and tax liabilities – how to convince tax authorities to grant you a tax exemption, how to deal with bureaucracy, how to submit valid tax exemption forms.*
- *Race against time - do tax authorities conduct their proceedings fast and effectively enough? Ways of imposing discipline on tax authorities during prolonged proceedings, how to hasten tax authorities, instruments of verifying the activity of tax authorities in a proceeding.*
- *Taxpayer is not the object of a proceeding – do tax authorities treat a party of a proceeding as its subject? Ways of securing a taxpayer's rights in the proceeding, procedures enabling a taxpayer to take an active part in a proceeding and defend the rights.*
- *Court is court, but justice has to be on our side – proceeding before the Voivodeship and Supreme Administrative Court – the next instance and a chance to defend one's own rights or an illusory hope? Ways to convince the Administrative Court of your rights, effective conduct of a proceeding in court.*

Invited experts (in alphabetical order):

- **Pedro Augusto Almeida Freire**, Member of the European Economic and Social Committee,
- **Paweł Barański**, Director and Head of Tax Advisory Department in KPMG in Katowice,
- **Janusz Cichoń**, Secretary of State in the Ministry of Finance,
- **Dagmara Dominik-Ogińska, PhD**, Judge of the Provincial Administrative Court in Wrocław,
- **Vincent Farrugia**, Representative of the European Economic and Social Committee,
- **Prof. Jadwiga Glumińska-Pawlic**, Chairwoman of the National Chamber of Tax Advisers (NCTA),
- **Bartosz Kubista**, tax advisor, member of the National Chamber of Tax Advisers,
- **Artur Oleś**, tax advisor, member of the NCTA,
- **Przemysław Ruchlicki**, Expert on law and economy of the National Chamber of Commerce,
- **Łukasz Zarzycki**, tax advisor, statutory auditor, member of the National Chamber of Tax Advisers.

	Moderator: Zbigniew Maciej Szymik, General Director of Leader Group
INNOVATION/NEW IDEAS/DEVELOPMENT	
11.30-13.30	Safe business grows faster! Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 401 Issues: • <i>What are the biggest threats to the safety of SME operation and how to counteract them?</i> • <i>How to protect resources and know-how that is crucial for a company?</i> • <i>Are new technologies applied in business safe?</i> • <i>Where to seek information on financial credibility of business partners?</i> • <i>What are the instruments that decrease the risk of running a business?</i> • <i>How will the planned changes to the Act on the Disclosure of Business Information and Exchange of Economic Data influence business safety?</i> • <i>Safe business in a global and virtual world.</i> Invited experts (in alphabetical order): • Christian Ardhe, European Economic and Social Committee, • Jolanta Czekalska, Sales Director at the KUKA S.A. Regional Office in Katowice • Sławomir Grzelczak, President of the Management Board of the Economic Information Bureau InfoMonitor S.A., • Maciej Harczuk, President of the Management Board of Euler Hermes Collections Sp z o.o., • Krzysztof Mączka, PhD, Expert witness on computer forensics and video surveillance, lecturer at the Academy of Business in Dąbrowa Górnicza, • Bohdan Wyżnikiewicz, PhD, Vice-President of the Management Board of the Institute for Market Economics. Moderator: Maciej Głogowski, Head of Economic Department at the TOK FM Radio
11.30-13.30	Effective communication as a means for high return of investments Venue: Conference Centre (Faculty of Theology of the University of Silesia), Auditorium Issues: • <i>How to shape the mind of the consumer to increase company's success?</i> • <i>What does effective communication depend on?</i>

	• <i>How to properly prepare an effective advertisement?</i> • <i>Which medium to choose for an advertisement?</i> • <i>Contemporary methods of communication – an opportunity or a threat?</i> Invited experts (in alphabetical order): • Prof. Andrzej Falkowski, Lecturer at the University of Social Sciences and Humanities in Warsaw, • Andrzej Grudziński, Managing Director of Cityboard Media, • Grażyna Skarżyńska, Lecturer at the SAR Brand Strategy School, long-time member of the EFFIE committee – current member of the EFFIE Awards jury, member of the Advertising Council Management Board and the SAR Strategy Club, • Marcin Wojda, Director of Key Accounts at Cityboard Media. Moderator: Danuta Podgórska, PR Manager at Cityboard Media
COOPERATION	
11.30-13.30	Commune's budget and the scale of local enterprises' activity Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 302 Issues: • <i>Plan for the development of entrepreneurship in a commune.</i> • <i>A mechanism for measuring the influence of entrepreneurs' activity on the budget of a commune.</i> • <i>Financing the tackling of unemployment in a commune and the "Self-governmental Poland" Program.</i> Invited experts (in alphabetical order): • Marek Kłoczko, Vice-President, Director General of the Polish Chamber of Commerce, • Krzysztof Kwiatkowski, President of the Supreme Audit Office, • Henryk Pietraszkiewicz, Advisor of the Management Board of FM Bank PBP S.A, • Janusz Steinhoff, Chairman of the Council of the Polish Chamber of Commerce and the Chamber of Commerce and Industry in Katowice, Vice-President of the Public Board for Development of Low-Emission Economy, • Prof. Jerzy Stępień, President of the Constitutional Tribunal from 2006 to 2008. Moderator: Jacek Janiszewski, PhD, President of the Management Board of the National

	Guarantee Fund "Self-Governmental Poland"
EUROPEAN FORUM FOR YOUNG ENTREPRENEURS	
11.30-13.30	Marketing and Sales Academy – "Marketing and Sales 3.0" Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 103 Workshop 1: <i>"How to successfully build customer relations in virtual sales – E-Commerce 3.0"</i> Issues: • <i>Online customer service – what influences the purchase decisions of online customers?</i> • <i>Online vs. offline shopping – the use of showrooming in e-commerce.</i> • <i>Mixed online/offline sales models.</i> • <i>Social commerce, social media go shopping.</i> • <i>Securing customer loyalty and database marketing.</i> Workshop moderator: • Dominik Kaznowski, President of the PWN Group Foundation.
13.30-14.00	Break
EDUCATION/HR	
14.00-16.00	Small change, big profit! – the essence of knowledge management in enterprise Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 402 Issues: • <i>Intelligent Organization – what makes it stand out among traditional enterprises?</i> • <i>The value of human capital and the competitive position of an enterprise.</i> • <i>Tools and models that expedite the accumulation and distribution of knowledge in an enterprise.</i> • <i>How to overcome employees' lack of motivation to share their knowledge?</i> • <i>Difficulties in introducing knowledge management in enterprises.</i> • <i>Mentoring as an organisational practice for the improvement of individual and organisational level of education.</i> Invited experts (in alphabetical order): • Pedro Augusto Almeida Freire, Member of the European Economic and Social Committee, • Vincent Farrugia, Member of the European Economic and Social

	Committee, • Grzegorz Steinke, Recruitment and Development Director at Orange Polska, • Wojciech Szajnar, Director of the Training Projects Support Department of the Polish Agency for Enterprise Development, • Andrzej Szastok, President of the Polish Association of Business Trainers, Otawa Consulting Group, • Anna Węgrzyn, representative of the "Human capital as an element of company's value" project. Moderator: Szymon Milonas, independent HR consultant
INNOVATION/NEW IDEAS/DEVELOPMENT	
14.00-16.00	Innovation, Research and Development Venue: Conference Centre (Faculty of Theology of the University of Silesia), Auditorium Issues: • <i>Tools for the support of innovation in Polish SME (government programs, institutions),</i> • <i>Sources of financing for innovative projects now and in the new financial framework.</i> • <i>Are investments in new technologies the only way to develop the innovation of Polish enterprises?</i> • <i>How can SME become innovative? How can they influence the increase of demand for science products?</i> • <i>Is the right use of the EU funds for R&D the only way to ensure the development of innovativeness of Polish enterprises? Guidelines of the Horizon 2020 programme.</i> • <i>How does the regional policy formed by the Units of Local Self – Government affect the improvement of enterprises' innovativeness? Exchange of good practices of the Lesser Poland and Silesian Voivodeships, and regions of other European countries.</i> Invited guests (in alphabetical order): • Adam Allen, Senior Manager at the Tax Advisory Department of EY Polska, • Grażyna Henclewska, Undersecretary of State in the Ministry of Economy, President of the Team for Corporate Social Responsibility, Polish SME Envoy at the European Commission, • Tomasz Kierzkowski, Director of the Office of Business Client Department at Bank Pekao SA, • Arkadiusz Lewicki, Director of the National Contact Point, • Marcin Lis, PhD, Vice-Rector for Development at the Academy of

	Business in Dąbrowa Górnicza, • Prof. Ewa Okoń-Horodyńska, Strategic Expert of the Lesser Poland Voivodeship on Regional Innovation Strategy, Jagiellonian University, • Veronica Putilina, Deputy Director of the Department of Development of Small and Medium Entrepreneurship and Competitiveness at the Ministry of Economic Development of the Russian Federation, • Krzysztof Piotr Wodarski, PhD, Eng., Member of the Board of the National Centre for Research and Development. Moderator: Dorota Goliszewska, IFmedia company, economic journalist, former Editor-in-Chief of "Manager Magazin"
14.00-16.00	Control the development of your company Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 302 Issues: • <i>Is an individual entity running a business a good solution? Opportunities and threats.</i> • <i>What is the right moment to change enterprise into a company?</i> • <i>Before I hire the first employee... I already have 200 employees – what now?</i> • <i>What should every person that runs a business know?</i> • <i>Entrepreneurs' tax problems.</i> • <i>Business risks.</i> • <i>Business in Poland vs. Europe – examples.</i> Invited experts (in alphabetical order): • Zbigniew Błaszczuk, Tax Advisor, Tax-US taxes, Zbigniew Błaszczuk Consulting, • Marcin Jadczyk, President of the Management Board of SOR-DREW SA, • Anna Jasińska-Biliczak, PhD, Representative of the Faculty of Economics, Finances and Regional Research of the Opole University of Technology, • Piotr Mazur, President of „FIRMA MAZUR” Sp. z o.o. Sp. K., • Kazimierz Pazgan, President of the Management Board of KONSPOL Holding Sp. z o.o., Vice-President of the Council of Polish Chamber of Commerce, • Aleš Ptáček, Tax Advisor, FIN-PARTNER the Czech Republic, • Paweł Rataj, Office of Legal Counsel Paweł Rataj and Co- workers, • Tomasz Turek, PhD, Legal Advisor, lecturer at the WSB School of Banking in Chorzów, • Paulina Zadura-Lichota, Director of the Enterprise and Innovation Development Department of the Polish Agency for Enterprise Development.

	Moderator: Piotr Rybicki, Vice-President of the CCI in Katowice, Vice-President of the Commission of Counsel for SME, Owner of the Strategies Accounting Finance Company; NadzorKorporacyjny.pl
COOPERATION	
14.00-16.00	Free Commercial Zone of the EU and USA (Transatlantic Trade and Investment Partnership) – new opportunities for entrepreneurs Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 301 Issues: • <i>Certificates – different In the EU countries and USA – what does it mean for a Polish producer? Which certificates will be recognized and which will not.</i> • <i>How should Polish entrepreneurs prepare themselves for the opening of a new market?</i> • <i>How to find business partners? How to establish contacts?</i> • <i>How to ensure the safety of transported goods?</i> • <i>What can entrepreneurs gain from the treaty coming into force?</i> Invited experts (in alphabetical order): • Lori Cooper, Department of Commerce of the United States of America, Senior Policy Advisor, Office of the European Union – expert for business-to-business development network, • Józef Haber, PhD, Head of International Relations Chair of the WSB School of Banking in Chorzów, • Tony Housh, Member of the Management Board of the American Chamber of Commerce in Poland, • Adam Orzechowski, Deputy Director of the Trade Policy Department of the Ministry of Economy, • Signe Ratso, Director of Trade Strategy, Analysis and Market Access, Directorate General for Trade of the European Commission, • Przemysław Ruchlicki, Expert on law and economy of the National Chamber of Commerce, • Christina Sevilla, Deputy Assistant U.S. Trade Representative for Small Business, Market Access and Industrial Competitiveness – expert on SME, including the profits coming of the Transatlantic Trade and Investment Partnership, • Mariusz Tomaka, President of the U.S. – Polish Trade Council. Moderator: Krzysztof Rzyman, Editor, Polskie Radio, Channel 1

14.00-16.00	Cooperative forms of financing, organising and ownership for SME Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 401 Issues: • <i>What role do cooperative banks play in the development of local economy and the entire community?</i> • <i>The position of cooperative banking in modern, commercial economy.</i> • <i>Cooperative banks as a financial partner for good and bad times.</i> • <i>Financial integration through financial cooperatives.</i> • <i>Competition or cooperation between SME.</i> • <i>Differences between cooperative and commercial system of management.</i> • <i>Organisational, financial and normative methods of protecting local and regional entrepreneurship.</i> Invited experts (in alphabetic order): • Katarzyna Dmowska, Member of the Management Board of ANG Loan Advisors Cooperative, • Krzysztof Lachowski, PhD, President of the Management Board of the Cooperatives Association, • Krystyna Majerczyk-Żabówka, President of the Management Board of the National Cooperative Banks Association, • Janusz Matusz, Vice-President of the Management Board for Sales of the Subcarpathian Cooperative Bank, • Ziemowit Stempin, Director of the Relations Department of SGB-Bank S.A. Moderator: Alfred Domagalski, President of the Management Board of the National Cooperative Council
EUROPEAN FORUM FOR YOUNG ENTREPRENEURS	
14.00-16.00	Marketing and Sales Academy – "Marketing and Sales 3.0" Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 103 Workshop 2: <i>"Personal branding 3.0 – successful self-promotion and communication"</i> Issues: • <i>How to prepare the concept of a personal brand?</i> • <i>What is a personal brand and why is it worth to have one?</i> • <i>How to reach a compromise between a personal brand and the brand of the company and its products? How to build personal brand: evaluate the</i>

	<i>potential, identify the goals and competitors, chose the attributes and prepare the story?</i> • <i>How to manage a brand – promote and develop it in the WEB 3.0 era?</i> Workshop moderator: Krystian Dudek, PhD, owner of the PUBLICO Institute, Member of the Management Board of the Polish Public Relations Association, Member of the Public Relations Ethics Council, business coach, lecturer
16.30-18.30	Marketing and Sales Academy – "Marketing and Sales 3.0" Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 103 Workshop 3: <i>„Social media 3.0 – Content marketing, how to sell successfully using interesting content.”</i> Issues: • <i>What content marketing really is? Social media as a tool in content marketing.</i> • <i>How to build your own media? Diversifying the communication through social media as a means to success.</i> • <i>What does the entrepreneur need to know to implement the content & social marketing strategy successfully?</i> • <i>How to sell using interesting content?</i> • <i>How to look at your company in terms of creating quality content on demand?</i> Workshop moderator: • Grzegorz Miłkowski, PR Director Content House
ACCOMPANYING EVENTS:	
19.00-23.30	A meeting in the Historic “Guido” Coal Mine in Zabrze (by invitation only)
September 24th	
PLENARY SESSION	
9.00-11.00	Science – Business – Self-government – THE TRIANGLE OF KNOWLEDGE Venue: Conference Centre (Faculty of Theology of the University of Silesia), Auditorium Issues: • <i>The role of the cooperation between universities, entrepreneurs and self-government administration in the development of cities and regions.</i>

	• <i>Can self-governments' own tasks be the driving force behind the cooperation between science and economy?</i> • <i>In what way can the needs of cities' population be fulfilled and how can the new development goals be achieved?</i> • <i>How to build regions' competitive advantage?</i> • <i>The development of regions through the creation of growth poles. The role of the Katowice Special Economic Zone.</i> • <i>What does cities' sustainable development constitute in and how to achieve it?</i> • <i>The most interesting Polish and European forms of effective cooperation.</i> Invited experts (in alphabetical order): • Arkadiusz Chęciński, Member of the Board of the Silesian Voivodeship, • Marek Gzik, PhD, Associate Professor of the Silesian University of Technology in Gliwice, • Jarosław Kacprzak, PR Manager, Future Processing Sp. z o.o., • Dawid Kostempski, Mayor of the City of Świętochłowice, President of the Upper Silesian Metropolitan Union, • Prof. Andrzej Kowalczyk, Vice – Rector for Science and Economic Cooperation of the University of Silesia in Katowice, • Jacek Krupa, Member of the Board of the Lesser Poland Voivodeship, • Małgorzata Mańka-Szulik, Mayor of the City of Zabrze, • Ewa Mikos, Business Development Director at Siemens Sp. z o.o., • Piotr Uszok, Mayor of the City of Katowice, • Iwona Wendel, Undersecretary of State in the Ministry of Infrastructure and Development, • Piotr Wojaczek, President of the Management Board of the Katowice Special Economic Zone S.A., • Prof. Edward Wylegała, MD, PhD, Rector's Plenipotentiary for development programs and innovations Medical University of Silesia. Moderator: Dorota Goliszewska, IFmedia company, economic journalist, former Editor-in-Chief of "Manager Magazin"
COOPERATION	
9.00-11.00	Poland's water economy – the past, the present and the future Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 401 Issues: • <i>Sustainable development In water economy.</i> • <i>Influence of the EU Directives on water economy in Poland.</i> • <i>Should legislative changes play a role in the area of water economy?</i> • <i>Impact of Polish Programs for the Development of Small and Medium – Size</i>

	<i>Enterprises (e.g. KPOŚK, PGW ISOK including the Flood Directive, and others).</i> • <i>New curricula at technical universities related to water economy.</i> An introduction to the subject: Klara Ramm-Szatkiewicz, Director of the Planning and Water Resources Department of the National Water Management Authority Invited experts (in alphabetical order): • Marek Kłoczko, Vice-President, Director General of the Polish Chamber of Commerce, • Tadeusz Rzepecki, Chairman of the Council of the Chamber of Commerce "Wodociągi Polskie", • Prof. Andrzej Sadurski, Polish Geological Institute – National Research Institute, • Leena Pishe Thomas, Regional Director of the European Business and Technology Centre in India, • Jerzy Zwoździak, Vice-President of the National Water Management Authority. Moderator: Witold Sumiśławski, President of the National Water Management Authority
9.00-11.00	Family Businesses Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 302 Issues: • <i>Competence of family businesses: what abilities and resources do they need in order to develop?</i> • <i>Threats to the development of family businesses in the following areas: finances, investments, sale.</i> • <i>Cooperation of a family business with the environment: goals, strategies and advantages of building relations with stakeholders.</i> • <i>In search of new possibilities: internationalization of a family business, participation of family businesses in implementation of regional strategies of intelligent specialization.</i> • <i>Recommendations of actions to improve the functioning of family businesses in Poland.</i> Invited experts (in alphabetical order): • Wanda Brzęczek, Co-owner of the family business "U Brzęczka" Bakery-Confectionery in Pszczyna, • Jarosław Chołodecki, Vice-President of the Family Businesses Initiative

	Association, • Prof. Jan Jeżak, Head of the Faculty of Management of the University of Lodz, • Prof. Jan Klimek, Vice-President of the Polish Craft Association, Director of the Enterprise Institute of the Warsaw School of Economics, President of the Chamber of Crafts and Small and Medium Entrepreneurship in Katowice, Representative of the European Economic and Social Committee, • Jakub Kołodziej, Representative of Firma Roleski, • Edward Tomasz Połaski, President of the Masovian Chamber of Craft and Entrepreneurship, • Prof. Krzysztof Safin, Lecturer at the WSB School of Banking in Wrocław • Beata Żelazko, PhD, Lecturer at the Warsaw School of Economics. Moderator: Michał Wójcik, Member of the Silesian Regional Assembly, Managing Director of the Chamber of Crafts and Small and Medium Entrepreneurship in Katowice
9.00-11.00	Use of electronic tools in communication between entrepreneurs and officials Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 301 Issues: • <i>What matters concerning the running of a business can the entrepreneurs take care of online?</i> • <i>What information resources essential to the day-to-day running of a business are available for free online?</i> • <i>What use do the e-PUAP, e-deklaracje, PUE ZUS, SEKAP and ORSIP platforms have and what do you have to do in order to use them?</i> • <i>Where to look for useful information about business counterparties?</i> • <i>Advantages of using electronic tools in contacts between entrepreneurs and marshall offices, city or municipality authorities, tax offices, social insurance institutions and customs chambers.</i> • <i>How can the administration optimise (cost-wise among other things) their activities with the use of modern technology?</i> Invited experts (in alphabetical order): • Beata Bagińska, Head of the Internal Revenue Service in Katowice, • Maria Daszczyk-Biernat, Director of the Social Insurance Institution in Chorzów, • Eugeniusz Romański, Director of the Silesian Center for Information Society, • Włodzimierz Wołczew, Director of the Customs Chamber in Katowice.

	Moderator: Mariusz Urbanke, "Dziennik Zachodni" journalist
9.00-11.00	B2B meetings Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 103 <i>The meeting of entrepreneurs with the representatives of Trade and Investment Promotion Sections of chosen Polish Embassies, Diplomatic Corps, representatives of unilateral and bilateral Chambers of Commerce etc. from: Armenia, Austria, Azerbaijan, Bangladesh, Belarus, Congo, Croatia, the Czech Republic, Germany, Hungary, India, Kazakhstan, Lithuania, Romania, the Russian Federation, Slovakia, Ukraine and the USA.</i>
EUROPEAN FORUM FOR YOUNG ENTREPRENEURS	
9.00-11.00	The start of Polish Start-ups? Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 402 Issues: <i>The optimal ecosystem for the assistance of start-up development involving public administration and private institutions.</i> <i>Public funds and the private sector – difference of interests and areas of cooperation in the transfer of technology.</i> <i>The role of universities and research institutions in the development of an innovative economy.</i> <i>A change in the way corporations perceive the cooperation with start-ups, their financing and setting up start-ups in their own structures.</i> <i>The tools and marketing awareness of Polish start-ups.</i> <i>Mental and business preparation of Polish society for innovative thinking and the forming of start-up culture in the development of the economy – summary of the 2007-2013 EU framework.</i> Invited experts (in alphabetical order): Michał Bańka, Director of the Department of Business Environment Institution Support of the Polish Agency for Enterprise Development, Krzysztof Jedziniak, Investment Director – Central and Eastern Europe, UK Trade & Investment in British Embassy in Poland, Sara Koślińska, Prince's Trust and CEE Changers in London, Krzysztof Ryte, President of the Management Board of Avanu Venture Capital Management Sp. z o.o., Dimitris Tsigos, President of the European Confederation of Young Entrepreneurs in Brussels, Tomasz Zjawiony, Vice-President of the Chamber of Commerce and

	Industry in Katowice. Moderator: Grzegorz Kurzyp, President of Elamed Media Group, Co-founder of ideaHub
11.00-11.30	Break
INNOVATION/NEW IDEAS/DEVELOPMENT	
11.30-13.30	Capital for success! Venue: Conference Centre (Faculty of Theology of the University of Silesia), Auditorium Issues: • <i>Where can micro, small and medium - size entrepreneurs search for the development capital?</i> • <i>How to safely finance the development of a company with participation of foreign capital?</i> • <i>Why are SME more and more willing to use leasing?</i> • <i>What kind of projects can be financed by such types of funds as private equity, venture capital and business angels?</i> • <i>Sources of financing innovative projects.</i> • <i>Guarantee instruments for SME.</i> • <i>What is crowdfunding?</i> • <i>The role of repayable financial instruments in the EU financial framework 2014-2020.</i> Invited experts (in alphabetical order): • Michał Bańka, Director of the Department of Business Environment Institution Support of the Polish Agency for Enterprise, • Brendan Burns, Member of the European Economic and Social Committee, • Wiesław Bury, President of the Management Board of the Małopolska Regional Development Agency, • Anna Hejka, Managing partner and founder of Heyka Capital Markets Group, Dragon's Den program investor, • Andrzej Konieczny, President of the Management Board of the Upper Silesia Fund, • Robert Kwiatkowski, Vice-Director of the Business Network Development Department of Warsaw Stock Exchange, • Ryszard Lorek, President of the Management Board of SGB-Bank S.A, • Prof. Elżbieta Mączyńska, President of the Polish Economy Society, • Frank Oborny, Managing Director of Volkswagen Leasing GmbH Sp. z o.o. Poland, • Jacek Rakowski, Legal Director of the Polish Leasing Association. Moderator:

	Mariusz Urbanke , Journalist of the Polska Dziennik Zachodni
COOPERATION	
11.30-13.30	Assisting Polish entrepreneurs on foreign markets – Part 1 Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 302 Issues: • <i>Support of the European Union for companies entering non-European markets,</i> • <i>The direction of activities on foreign markets and instruments employed in the 2014-2020 Intelligent Development Operational Programme,</i> • <i>Prospective markets outside the European Union,</i> • <i>Financial and non-financial instruments available to Polish exporters.</i> Invited experts (in alphabetical order): • Anna Polak – Kocińska, Vice-President of the Polish Information and Foreign Investment Agency, • Michał Polański, Director of the Economic Promotion Department of the Polish Agency for Enterprise Development, • Signe Ratso, Director of Trade Strategy, Analysis and Market Access, Directorate General for Trade of the European Commission. Moderator: Adam Sojka, TV Katowice
11.30-13.30	Influence of the cooperation between large mining entrepreneurs and the SME sector on the sustainable growth of mining regions Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 301 Issues: • <i>The benefits of the cooperation between large mining entrepreneurs and SME sector companies, cooperators and local communities for the sustainable growth of mining regions.</i> • <i>Development of mining regions through the education of society on the key influence of extractive industry on the level of employment (creating and maintaining jobs), economic development and citizens' life quality.</i> • <i>Recommendations of actions enabling the development of companies and mining regions.</i> • <i>CSR - good practices, case studies.</i> Invited experts (in alphabetical order):

	• Gareth Penny, President of the Supervisory Board of the New World Resources, • Krzysztof Piontek, PhD, President of the Management Board of DB Energy Sp. z o.o., • Janusz Steinhoff, Chairman of the Council of the Polish Chamber of Commerce and the Chamber of Commerce and Industry in Katowice, Vice-President of the Public Board for Development of Low-Emission Economy, • Marek Szczepanik, Vice-President of the Polish Agency for Enterprise Development, • Henryk Warkocz, President of the Management Board of TÜV NORD Polska, • Herbert Wirth, PhD, President of the Management Board of KGHM Polska Miedź S.A., • Jarosław Zagórowski, President of the Management Board of Jastrzębska Spółka Węglowa S.A.. Moderator: Joanna Kulczycka, PhD, prof. of the University of Science and Technology, Mineral and Energy Economy Research Institute of the Polish Academy of Sciences
11.30-13.30	Economic cooperation Europe - East Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 402 Issues: • <i>Is economy separate from and independent of politics? It should be, but it is not.</i> • <i>Customs Union – still unused, great commercial potential.</i> • <i>What are the identified market niches in the countries of Eastern Europe?</i> • <i>How can SME take advantage of the present economic situation in the East?</i> • <i>What are the experiences of the countries of Central Europe in cooperation with the Russian Federation, Kazakhstan and Belarus?</i> • <i>What are the solutions for entering the indicated Eastern markets suggested for SME consortia, integration of NGO?</i> • <i>What conditions do governments, business environment institutions and entrepreneurs themselves have to fulfill in order to intensify the cooperation of the European Union and countries of Central Europe with the East?</i> • <i>Legal, institutional and cultural aspects of cooperating with the Customs Union member states.</i> Invited experts (in alphabetical order): • Irina Babachenok, Head of Enterprise Development Department of

	Entrepreneurship Department of the Ministry of Economy of Belarus, • Alexander Erschov, advisor at the Trade Representative of the Russian Federation in the Republic of Poland, • Piotr Guzowski, President of the Polish-Kazakh Chamber of Commerce, • Aigul Kussaiynova, Director in the "DAMU" Entrepreneurship Development Fund, • Józef Łochowski, President of the Polish - Belarusian Chamber of Commerce, • Kazimierz Marcinkiewicz, President of the Management Board of the Chamber, President of the Polish – Russian Economic Society, • Georgij Nikołajewicz Coj, PhD, Director of the "KADAR" Center for the Implementation of New Technologies from Kapchagay (Almaty Province), • Igor Sekreta, Minister-Counselor at the Belarus Embassy, • Irina Suvorova, HR Director in the "DAMU" Entrepreneurship Development Fund, • Andrzej Zdebski, President of the Chamber of Commerce and Industry in Krakow, • Marek Zdunek, Regional Manager, Regional Office of KUKE S.A. in Katowice, • Izabella Żyglicka, Legal advisor „Żyglicka i Wspólnicy”. Moderator: Marek Kłoczko, Vice-President, Director General of the Polish Chamber of Commerce
11.30-13.30	Economic use of water resources in Poland with the inclusion of European experiences. Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 401 Issues: • <i>Water transport</i> – <i>Construction and restoration of shipping canals</i> – <i>Multimodal connections of means of transport in Poland and the European Union,</i> • <i>Hydroelectricity,</i> • <i>Water resources for shale gas.</i> Invited experts (in alphabetical order): • Eugen Mircea Burada, Member of the European Economic and Social Committee, • Wojciech Czech, former Voivode of Katowice in years 1990–1994, • Przemysław Dac, Senior Specialist in the Ministry of Infrastructure and Development, Department for Maritime Transport and Shipping Safety, • Bogusław Liberadzki, Member of the European Parliament, • Stefan Sawicki, Deputy Director of the Regional Water Management Board in Krakow,

	• Czesław Szarek, Inland Navigation Captain, President of the Council of Inland Navigation Captains in Poland, • Robert Szlęzak, President of the Association of Small Hydroelectric Power Stations Development, • Josef Tobola, Specialist for water resources management, Representative of construction of Odra-Dunaj-Łaba Channel, Ostrava, • Małgorzata Woźnicka, PhD, Polish Geological Institute. Moderator: Maciej Bakes, Polskie Radio Katowice
11.30-13.30	B2B meetings Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 103 <i>B2B meetings of entrepreneurs. Expected entrepreneurs from:</i> • <i>The Czech Republic,</i> • <i>The Russian Federation,</i> • <i>Romania</i> • <i>Slovakia,</i> • <i>Ukraine.</i>
13.30-14.00	Break
LAW/POLITCS	
14.00-16.00	The protection of personal data in SME – practical aspects (present state, current circumstances) Venue: Conference Centre (Faculty of Theology of the University of Silesia), Auditorium Issues: • <i>Challenges and threats of personal data protection in competitive, knowledge-based economy.</i> • <i>Facts and myths about personal data protection in SME.</i> • <i>Who needs the protection of personal data (who gains, who loses?)</i> • <i>Why should you care about personal data protection in your enterprise?</i> • <i>Practical issues of delegating the processing of personal data in SME.</i> • <i>Employee – information's "most important medium"– what does that mean?</i> • <i>When and how do most of personal data losses occur in a company?</i> • <i>Costs and losses resulting from the lack of implemented standards and procedures for data protection.</i> • <i>The new role of DPO in a company – proposed changes and facilitations for SME.</i> • <i>Screening of the movie "The mysterious world of information".</i>

	<i>Invited experts (in alphabetical order):</i> • Elżbieta Bińczyk, ABI, Expert of the National Association for the Protection of Classified Information for personal data protection, • Monika Domino-Wolańczyk, Lawyer, Auditor of integrated management systems, • Magdalena Korga, Lawyer, specialist for personal data protection, practising auditor and ABI, • Andrzej Lewiński, Deputy General Inspector for Personal Data Protection, • Paweł Litwiński, PhD, Lawyer, • Robert Solga, Counsellor, Legal Advisor. <i>Moderator:</i> Mieczysław T. Koczkowski, President of the Management Board of the National Association for the Protection of Classified Information
14.00-16.00	The role of legal consulting in the development of entrepreneurship Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 301 <i>Issues:</i> • <i>Culture of preemptively eliminating possible causes of a dispute. A growing or declining trend?</i> • <i>Entrepreneur's activity and giving a cause for later litigation.</i> • <i>Analysis of the validity of using coercive measures in a proceeding, including especially detention in economic and fiscal crimes.</i> • <i>Disputes with revenue authorities – a limitation to Polish entrepreneurship.</i> • <i>Significance of changing the procedures and their application for the improvement of the system of justice.</i> • <i>The role of lawyers' self-government in the development of entrepreneurship.</i> <i>Invited experts (in alphabetical order):</i> • Ryszard Czerniawski, Deputy Ombudsman, • Paweł Gieras, Dean of the Regional Bar Council in Kraków, • Ziemisław Gintowt, Member of the Supreme Bar Council, • Andrzej Grabiński, Vice-President of the State Tribunal, Dean of the Regional Bar Council in Wrocław, • Prof. Piotr Kruszyński, Member of the Polish Bar Council, • Krzysztof Kwiatkowski, President of the Supreme Audit Office. <i>Moderator:</i> Roman Kusz, Vice-Dean of the Regional Bar Council in Katowice

14.00-16.00	"Simple-rules strategy as an innovation in business management" – workshop organized by the Upper Silesian Academy of Entrepreneurship in Chorzow and the Entrepreneurial Education Foundation Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 402 Issues: • <i>Simple-rules strategy as a tool to expedite organisation's decision-making processes.</i> • <i>Examples of areas where strategic rules are used:</i> – <i>in task environment,</i> – <i>recognising customers and market sectors,</i> – <i>in relations with the suppliers,</i> – <i>as basic goal-setting criteria,</i> – <i>day-to-day running of a business.</i> • <i>Presentation of the possibilities for simple-rules strategy implementation in the context of the new European Union's financial framework for 2014-2020.</i> • <i>Case study.</i> Moderators: • Prof. Andrzej Klasik, Rector of Upper Silesian Academy of Entrepreneurship, • Marcin Budziński, President of the Management Board of Entrepreneurial Education Foundation.
COOPERATION	
14.00-16.00	Assisting Polish entrepreneurs on foreign markets – Part 2 Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 302 Issues: • <i>Economic situation in Ukraine and on Eastern markets,</i> • <i>Entering new markets – Croatia one year after the accession to the EU,</i> • <i>Opportunities on markets of countries which have not yet entered the European Union,</i> • <i>Opportunities on large markets distant from Poland – India.</i> Invited experts (in alphabetical order): • Gennadiy Chyzykhov, President of the Ukrainian Chamber of Commerce and Industry, • Tadeusz Namedyński, Chairman of the Eastern Cooperation Committee, Member of the Presidium of the Polish Chamber of Commerce,

	• Leena Pische Thomas, Regional Director of the European Business and Technology Centre in India, • Oleg Sheyko, Vice-President of the State Service for Regulatory Policy and Entrepreneurship Development in Ukraine, • Representative of Agency for Investments and Competitiveness in Croatia, • Representative of Serbia. Moderator: Adam Sojka, TV Katowice
14.00-16.00	Good examples of Polish-Romanian cooperation Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 401 Issues: • <i>Barriers to Polish-Romanian trade. What can the entrepreneurs expect?</i> • <i>Polish investments in Romania, Romanian investments in Poland.</i> • <i>The strategic partnership between Poland and Romania and its influence on the strengthening of the economic cooperation between the countries.</i> • <i>The development of the SME sector in Romania – an opportunity for Polish investors.</i> • <i>Energy policies of Poland and Romania – shared goals, shared benefits?</i> Invited experts (in alphabetical order): • Ion Calinoiu, Chairman of the Gorj District Council, • Florin Nicolae Jianu, Minister Delegate for SMEs, Business Environment and Tourism, • Kazimierz Karolczak, Deputy Marshal of the Silesian Voivodeship, • Prof. Ovidiu Nicolescu, President of the National Association of Private Small and Medium-sized Enterprises of Romania, • Representative of company Can-Pack SA, • Representative of company Plagiat.pl, • Representative of company Katowice Special Economic Zone Co. Moderator: Marek Kłoczko, Vice-President, Director General of the Polish Chamber of Commerce
14.00-16.00	B2B meetings Venue: Conference Centre (Faculty of Theology of the University of Silesia), Room No. 103 <i>B2B meetings of entrepreneurs.</i> <i>Entrepreneurs are anticipated from:</i>

	• <i>The Czech Republic,</i> • <i>Romania,</i> • <i>The Russian Federation,</i> • <i>Slovakia,</i> • <i>Ukraine.</i>
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September 25th

INNOVATION/NEW IDEAS/DEVELOPMENT

12.00-15.30

„Innovator's DNA”

A visit to the VOIGT Sp.z.o.o. (Ltd.) company in Zabrze

Thematic session: „Development through Innovation”

- *12.00 – Arrival of invited guests, greeting by the owners of VOIGT Sp.z.o.o.,*
- *12.05-12.45 – Planned speeches: Mayor of the City of Zabrze, President of Chamber of Commerce and Industry in Katowice, President and Managing Director of VOIGT Sp.z.o.o.,*
- *12.45-13.30 – a visit to the Chemical Plant,*
- *13.30 – 15.30 - Lunch and business talks,*
- *15.30 – End of the meeting.*

EUROPEAN FORUM FOR YOUNG ENTREPRENEURS

10.00-17.00

START – YOUR BUSINESS – UP

Venue: Business Link Katowice (Katowice, 6 Chorzowska St.)

Conference room - lectures

- *10.00-12.00 – venture capital, National Capital Fund,*
- *12.30-14.30 – e-commerce, Mateusz Kowalczyk, i-Sklep.pl,*
- *15.00-17.00 – new marketing, Jakub Nagórski, kręci się! agencja kreatywna.*

Creative Lab – workshops

- *10.00-12.00 - new marketing, Jakub Nagórski, kręci się! agencja kreatywna,*
- *12.30-14.30 – PR, how to 'create' your image – Marcin Tutaj, 3S – Good communication zone,*
- *15.00-17.00 – e-commerce, Marcin Rutkowski, i-Sklep.pl.*

Shanghai room - consultations

- *10.00-12.00 – e-commerce, Katarzyna Oruba and Grzegorz Sadłoń, i-*

	<i>Sklep.pl,</i> • 12.30-14.30 – business branding – Tomasz Gorol BRANDGT, • 15.00-17.00 – seed fund – Mateusz Maik, AIP Seed Capital. San Francisco room – consultations • 10.00-12.00 – law – Notary Public Iwona Piwowarczyk-Wróblewska, • 12.30-14.30 – venture capital fund – Krzysztof Wróblewski, Avanu Venture Capital Management Sp. z o.o., • 15.00-17.00 – law – Silegis Law Firm, lawyer Łukasz Baj. Knowledge Lab – consultations • 10.00-12.00 – law – EUROIUS Law Firm Drzqszcz, Kucharski, Magaczewski Sp. p., • 12.30-14.30 – law – EUROIUS Law Firm Drzqszcz, Kucharski, Magaczewski Sp. p., • 15.00-17.00 – law – Notary Public Iwona Piwowarczyk-Wróblewska.
19.00-23.00	Startup Mixer and Social Media Thursday Venue: Oko Miasta (Restaurant and Club) (Katowice, 1 Gen. Ziętek Roundabout)

INTRODUCTORY EVENT	
EUROPEAN FORUM FOR YOUNG ENTREPRENEURS	
September 15 th 6.00-20.00	IV ECSME introductory event in Warsaw: "A Railcar named Entrepreneurship - Young Entrepreneurs without borders" Framework programme of the event: • 6:00 – Departure from Katowice for Warsaw onboard a special train • 11:00 – Press conference in the Sejm building introducing the IV ECSME and the submission of "Young Entrepreneurs Manifesto" to the Council of Ministers of the Republic of Poland during the Congress in Katowice. • 12:00 – "Young Entrepreneurs without borders" panel discussion in the Column Room of the Sejm with the participation of the creators of the "Young Entrepreneurs Manifesto" and the invited guests (among others: Marshal of the Sejm, Marshal of the Senat, representatives of the European and Polish Parliament) • 14:00 – A visit to the Presidential Palace to submit the Young Entrepreneurs Manifesto to the President of Poland. • 16:00 - Departure from Warsaw for Katowice onboard a special train To learn more about the event and register, visit the website of the Academy of Business in Dąbrowa Górnicza: http://wsb.edu.pl/pociag

ACCOMPANYING EVENTS

September 24th

9.30-17.00	VI Silesian Investment, Construction and Real Estate Forum Conference: "Adapting large-panel* construction for modern requirements and needs" *large-block Venue: Auditorium of Katowice School of Technology (Katowice, 43 Rolna St.) Program of the I day (9.25-18.00): • <i>Celebration of the Silesian Constructors' Day 2014</i> • <i>Conference: "Adapting large-panel construction for modern requirements and needs"</i> • <i>1970-1990 large-panel construction in Poland, material and construction characteristics and the assessment of construction durability</i> • <i>Assessment of the technical condition of existing large-panel buildings in Poland</i>
11.30-13.30	Innovation competencies of SME as a chance for competitive advantage Venue: Katowice School of Technology (Katowice, 43 Rolna St.) Issues: • <i>MiDS – a minimum cost strategy for innovation and development,</i> • <i>Market research in the process of implementing an innovation,</i> • <i>GTI – the direction for the development of innovation in Polish enterprises?</i> • <i>An introduction to the innovative theory of innovation.</i> Invited experts (in alphabetical order): • Piotr Fuglewicz, partner and advisor of the management board of TechMine Innovation Community, expert of the European Commission who assesses the Horizon 2020 applications related to innovation, • Michał Gluska, Auditor of TÜV NORD Cert, systematic-business solutions coach, Product Manager for Training at TÜV NORD Polska, • Grzegorz Kowalski, expert on R&D, advisor of Millward Brown Poland, • Greg Yezerski, American engineer, consultant, lecturer. Moderator: Tomasz Otawa, Training Director at Otawa Group

September 25th

9.00-18.00	VI Silesian Investment, Construction and Real Estate Forum Conference: "Adapting large-panel* construction for modern requirements and needs" *large-block Venue: Auditorium of Katowice School of Technology (Katowice, 43 Rolna St.) Opening (9.00 – 9.20): Joanna Drake – Director of the SME and Entrepreneurship Department of the Directorate General for Enterprise and Industry of the European Commission <i>Speech themes:</i> • <i>The state of competitiveness in the European construction sector in recent years,</i> • <i>Construction industry in the 2014-2020 timeframe,</i> • <i>What support instruments does the European Commission plan for the construction industry in the next 7 years.</i> Program of the II day (9.25 – 18.00): • <i>Forms of financing for the modernisation and revitalisation of large-panel buildings and housing estates, illustrated by the example of the Silesian Voivodeship in the 2014-2020 timeframe.</i> • <i>Renovation, repair and thermal insulation of large-panel buildings to increase the flats' comfort and reduce heat loss.</i> • <i>Modernising large-panel buildings to match modern requirements.</i> • <i>Directions for the revitalisation of large-panel buildings and housing estates.</i> Detailed event's program and registration available on the official website of the Silesian Chamber of Construction
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