



POLISH  
CONGRESS  
OF ENTREPRENEURSHIP  
2021

## **AGENDA**

### **1. Inaugural session**

- The role of Polish champions in creating the economy
- A business-friendly state - reality or challenge?
- Poland in Europe or Europe in Poland?
- EU budget perspective and the Polish case
- Development of society and modern economy
- Government as a help or architect?

### **2. The real estate market in Poland**

- National Housing Program - effects, assessments, challenges
- New technologies in construction
- Primary market, secondary market. What housing standards do Poles expect?
- City-developer-housing association. Aspirations and cooperation opportunities
- Housing costs and energy savings. How to help so as not to harm?

### **3. Vision of agriculture development**

- Digitization of agriculture and rural areas
- Agriculture and climate change
- Agricultural sector and Made in Poland. Poland as an export leader
- Government programs supporting food producers
- Innovativeness of Polish agriculture.

### **4. Economy 4.0. – modern services for business**

- Challenges, trends and development direction of modern services in Poland
- Big data, cloud computing and machine learning. Digital transformation has many names
- Standard 5G. A few words about the Internet of Things
- Robots are coming - the impact of robotics on the labour market, wages and security
- 3D printing as a new way to design and manufacture products

## **5. Innovation, business, science**

- Barriers in cooperation between science and business
- Factors that facilitate building a lasting relationship between the university and the enterprise
- Cooperation between science and business in the eyes of entrepreneurs and scientists
- Diversified sources of financing innovative activities
- Enough of this theory - how to commercialize scientists' research

## **6. Medicine 2.0?**

- Modern medical technologies and improvement of the quality of treatment
- Position of Polish pharmaceutical companies on the global market
- Commercialization of medical innovations
- Hospital of the future - the role of local governments
- Health campaigns - how to effectively reach the patient?
- Health care and the employee's market
- Director or manager. Health facility management

## **7. Municipalities development perspective**

- Local government open to innovation
- Development of local governments in the new EU perspective
- Local government as an attractive tourist product, how to stand out
- Not only the civic budget. Ways to activate the local residents
- Non-standard forms of promotion of local governments
- The role of economic zones in the development of entrepreneurship in the region
- Good practices of cooperation between local government and investor
- Building the attractiveness of cities and regions for investors
- Package for medium-sized cities - outcome and assessment

## **8. Education and the labor market**

- Dual studies for the industry
- The role of vocational training - good practices
- Research universities as a way to develop personnel
- Higher education reforms
- Effective ways to attract students
- Foreigners on the labor market
- An aging society - new challenges for the employer
- Expectations of the young generation and the employer's capabilities

## **9. Women as leaders. Roles, expectations, challenges**

- Woman as a manager in business, local government and science
- Impact of human tradition, culture and physical conditions on career development
- The role and position of women in Polish and world science
- Competences of the future, what determines the global economy and how to influence it?
- Stereotypes in politics, parities and electoral rights

## **10. Made in Poland**

- Family businesses in the modern economy
- Active promotion of Polish brands abroad
- Institutional programs supporting Polish entrepreneurs - expectations and reality
- Competitiveness of Polish companies on foreign markets
- Business leaders - development directions
- Transportation, shipping activities
- Import - barriers hindering the development of Polish entrepreneurs
- Patent protection on a foreign market

## **11. Sport, culture, CSR**

- Sport as an investment and effective commercialization
- The role of innovative technologies in sport
- Sport as a springboard for success
- Brand building through the prism of sport
- How to become Usain Bolt in the business world
- The phenomenon of Polish e-sport
- Factors influencing the shape of sustainable development policy in companies
- CSR is it promotion or a need?
- Creativity or maybe proven methods?

## **12. Workshops - legal aspects of business operations**

- Implementation of the Business Constitution
- How to unleash the potential of the economy from a bureaucratic corset
- Are criminal procedures and criminal law repressive for entrepreneurs?
- Compliance - 9 principles of success
- Employee Capital Plans and their impact on the future of Poles

## **13. Financial market in Poland**

- Legal regulations and the development of FinTech
- New technologies in the service of finance
- Payment congestion. Impact of dishonest contractors on the economy
- Card or cash? What will the future payment method be?

## **14. Sustainable city, sustainable development**

### **BLOCK 1**

- Is it still fog or smog already? Why is there still so much work ahead of us?
- Profitability of investments in renewable energy. Profit or work for the climate?
- Nature as inspiration for changes
- Circular economy
- What after the era of plastic?
- Artificial sun - where fiction becomes reality?
- Energy independence - how to actually achieve it

## BLOCK 2

- Smart implementations in cities
- Smart city how to improve the quality of life in the city?
- Effective management of the available space
- Electromobility - quo vadis?
- Functional transport and the development of cities and regions
- Synergy of local governments - unique properties, common interests
- Technologies and solutions in transport

### **15. Nova Praxis - Road to 4.0**

- Introducing the organization to 4.0 level
- How to convert paper and pen to digitization
- Organizational changes and product changes - new challenges for old companies
- Company, university, local government 4.0
- Modern business models

### **16. Recovery of the economy after the global pandemic**

- Preventing the formation of an "information void"
- Post-pandemic recovery and revitalization plan - financial support from government for enterprises
- Short-term measures versus long-term action, barriers to international trade, framework assistance from the European Commission
- Remote work - future or necessity
- Will there be even more state in the economy after the pandemic?
- Greater globalization or regionalization?

### **17. Practical use of the industrial property in the activities of enterprises**

- IP BOX tax credits and R&D tax relief
- Intellectual property as an important component of the company's assets
- Exclusive rights as tools of the market game
- Industrial property as an element of gaining a competitive advantage
- Patent monopoly or protection against unfair competition?