




POLISH
CONGRESS
OF ENTREPRENEURSHIP

2021

October 5-7, 2021

ICE Cracow Congress Centre



The ceremonial inauguration of the event

Date: October 6, 2021

Time: 09:00-09:15

Place: Auditorium Hall

- Welcoming the guests of the congress

The inauguration will be attended by:

- **Jacek Majchrowski** – President, City of Cracow

- **Wojciech Pomarański** – Chairman of the Board, Polish Agency for Entrepreneurship

- **Witold Kozłowski** – Marshal, Lesser Poland Voivodeship

- **Gert de Block** - Secretary General, CEDEC



1. Inaugural session

Date: October 6, 2021

Time: 09:15-11:00

Place: Auditorium Hall

Topics:

- 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?

+ Official premiere of the Partner's product

They were invited to participate in the discussion:

- **Wojciech Pomarański** – Chairman of the Board, Polish Agency for Entrepreneurship
- **Jerzy Muzyk** – deputy mayor, City of Cracow
- **Witold Kozłowski** – Marshal, Lesser Poland Voivodeship *
- **Peter Dröll** - Director for Prosperity, DG Research and Innovation, European Commission
- **Jerzy Buzek** - MEP, European Parliament
- **Przemysław Cieszyński** – Member of the Board, Bank Gospodarstwa Krajowego
- **Wojciech Kamieniecki** – Director, National Centre for Research and Development

Moderator: Przemysław Talkowski – redactor, Polsat News

2. Medicine 2.0? (part 1)

Date: October 6, 2021

Time: 11:15-12:45

Place: Room No. 1

Topics:

- 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

They were invited to participate in the discussion:

- **Karol Majewski** – Chairman of the Board, DiMedical
- **Mariusz Olejniczak** – Chairman of the Board, WPD Pharmaceuticals
- **Edyta Regulska** – Chairman of the Board, Winnicare
- **Andrzej Matyja** – Chairman, Supreme Chamber of Physicians
- **Sławomir Ptaszkiewicz** – Chairman of the Board, TimeWaver
- **Krzysztof Mędrala** - Chairman of the Board, MedApp

Moderator: Anna Zimny-Zajac - Editor-in-chief, Medonet

3. Women as leaders. Roles, expectations, challenges

Date: October 6, 2021

Time: 11:15-12:45

Place: Room No. 2

Topics:

- 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

They were invited to participate in the discussion:

- **Paulina Piliszek** – Chairman of the Board, MYONI Group
- **Agnieszka Tarasiuk** – Chairman of the Board, Hair Innovo
- **Dominika Flaczyk** – Chairman of the Board, GRUPA PROFESJA
- **Gertruda Ucińska** – president, Social Insurance Institution
- **Jolanta Rycerz** – Chairman of the Board, MyBenefit
- **Teresa Brodniewicz** – Chairman of the Board, MTZ Clinical Research
- **Joanna Przetakiewicz (Rooyens)** – creative director of the fashion house “La Mania”, initiator of the Era New Women campaign
- **Izabela Kędroń** – Chairman of the Board, Sun Hunter

Moderator: Anna Wendzikowska – Polish actress, journalist and presenter TV

4. Sustainable city, sustainable development (part 1)

Date: October 6, 2021

Time: 11:15-12:45

Place: Room No. 3

Topics:

- 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

They were invited to participate in the discussion:

- **Hanna Gronkiewicz-Waltz** – Chairwoman of the mission "Climate-neutral and smart cities" at the European Commission
- **Grzegorz Szczechowiak** – Chairman of the Board, MADKOM
- **Tomasz Żak** – mayor, Andrychów Commune
- **David Chauvin** – Marketing and Communications Director, Flowbird Group
- **Wiesław Nowak** – Chairman of the Board, ZUE SA
- **Jacek Jaśkowiak** – President, City of Poznan
- **Marcin Stefański** – Chairman of the Board, InnoBaltica
- **Michał Skorupa** – Chairman of the Board, Foton Technik
- **Artur Paszko** - Chairman of the Board, Krakow Nowa Huta of the Future
- **Bogusław Maciej Suchecki** – co-owner, MJ ENERGY

Moderator: Rafał Romanowski – redactor Re:view

5. Energy-efficiency in the municipal economy of the city of Krakow

Date: October 6, 2021

Time: 11:15-12:45

Place: Room No. 4

Topics:

- Renewable energy in the service of residents - review of the technologies used
- KHK SA and Ekospalarnia Cracow as the largest producer of green energy among the companies
- Green hydrogen from waste and its use in municipal economy
- Use of renewable energy in urban transport - hydrogen-powered buses, electric rolling stock, charging technologies, trams without pantograph
- Landfill as an energy source
- Water turbines for the transit of water, turbines for the outflow of treated sewage, gas turbines and photovoltaics - how the Waterworks of the City of Cracow generate energy
- Alternative and renewable energy sources in district heating

They were invited to participate in the discussion:

- **Tadeusz Trzmiel** – Chairman of the Board, Krakowski Holding Komunalny
- **Rafał Świerczyński** – Chairman of the Board, Municipal Transport Company
- **Piotr Ziętara** – Chairman of the Board, Waterworks of the City of Krakow
- **Marian Łyko** – Chairman of the Board, Municipal Heat Supply Company
- **Henryk Kultys** – Chairman of the Board, Municipal Cleaning Enterprise

Moderator: Wojciech Pelowski

6. Made in Poland (part 1)

Date: October 6, 2021

Time: 13:00-14:30

Place: Room No. 1

Topics:

- 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

They were invited to participate in the discussion:

- **Andrzej Grabość** – Chairman of the Board, Polmotors
- **Jacek Pukal** – Chairman of the Board, PROSTER
- **Paweł Kurtasz** – Vice President of the Board, Wałbrzych Special Economic Zone “INVEST-PARK”
- **Wacław Gregorczyk** – Mayor, Krzeszowice Commune
- **Piotr Kocoń** – CEO, Świat Przesyłek
- **Leszek Klin** – Chairman of the Supervisory Board, Fabryka Domów Mobilnych i Szkieletowych Lark Leisure Homes
- **Konrad Bajor** – Chairman of the Board, Nova Praxis

Moderator: Przemysław Kutnyj, Toastmasters International

7. Economy 4.0. – modern services for business (part 1)

Date: October 6, 2021

Time: 13:00-14:30

Place: Room No. 2

Topics:

- 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

They were invited to participate in the discussion:

- **Piotr Wiśniewski** – Chairman of the Board, DBR77
- **Sławomir Bydoń** – Chairman of the Board, Multiprojekt Automatyka
- **Marcin Worecki** – Chairman of the Board, InnerWeb
- **Tadeusz Fekete Zsolt** – Chairman of the Board, Algotech Polska
- **Jakub Kwiatkowski** – Mitsubishi Electric Europe
- **Jacek Krawiec** – CEO of laser-3D
- **Mungo Keulemans** – CEO,PMR Ltd.
- **Michał Brzozowski** – Chairman of the Board, Metroplan Polska
- **Marek Lisok** – director of Sales Development, HTM

Moderator: Krzysztof Sulikowski – Chairman of the Board, Roboty Przemysłowe

8. Sustainable city, sustainable development (part 2)

Date: October 6, 2021

Time: 13:00-14:30

Place: Room No. 3

Topics:

- 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
- A climate responsible company - ways to reduce low emissions
- Ecology in transport – how to effectively reduce exhaust emissions, new sources energy
- Public Transport in a modern City

They were invited to participate in the discussion:

- **Antoni Majcherczyk** - Chairman of the Board, Municipal and Industrial Sewage Treatment Plant in Oświęcim
- **Grzegorz Malinowski-Pesta** – Chairman of the Board, Przedsiębiorstwo Energetyki Ciepłej in Brodnicy
- **Jarosław Belkiewicz** – Chairman of the Board, Przedsiębiorstwo Energetyki Ciepłej in Mińsku Mazowieckim
- **Anna Rudnicka** – Chairman of the Board, ZZO Czysta Błękitna Kraina
- **Tadeusz Trzmiel** – Chairman of the Board, Krakowski Holding Komunalny
- **Zdzisław Gawlik** – Chairman of the Board, MPO Warszawa
- **Jan Kuźmiński** – Chairman of the Board, Municipal Bus Works in Warsaw
- **Małgorzata Gutowska** – director, ZTM Górnośląsko – Zagłębiowska Metropolis

Moderator: Katarzyna Błachowicz – Waste Management and Recycling Cluster, Key National Cluster

9. Innovation, business, science (part 1)

Date: October 6, 2021

Time: 13:00-14:30

Place: Room No. 4

Topics:

- 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

They were invited to participate in the discussion:

- **Jakub Baran** – Chairman of the Board, Polski Bank Komórek Macierzystych
- **Marek Pawełczyk** - Vice-Rector of Science and Development, Silesian University of Technology
- **Mariusz Kastek** – Institute of Optoelectronics of the Military University of Technology
- **Joanna Kucharzewska** – Dean of the Faculty of Fine Arts, Mikołaj Kopernik University
- **Cyprian Podlaszewski** – Chairman of the Board, Termex Fiber
- **Marek Reichel** - Vice-Rector for Science and Development, PWSZ Nowy Sącz
- **Krzysztof Galos** – director, Institute of Mineral Raw Materials and The Energy Council of the Polish Academy of Science
- **Mariusz Olejniczak** – Chairman of the Board, WPD Pharmaceuticals

Moderator: Magdalena Jabłońska - chief Executive Officer at Foundation for Technology Entrepreneurship

10. Made in Poland (part 2)

Date: October 6, 2021

Time: 15:30-17:00

Place: Room No. 1

Topics:

- 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

They were invited to participate in the discussion:

- **Piotr Żygadło** – Chairman of the Board, All in! Games
- **Roman Szewczyk** – Chairman of the Board, Agromix
- **Maciej Sierpiński** – Chairman of the Board, MDM DRUK
- **Adam Manikowski** – vice-president of the board, Żabka Polska
- **Tadeusz Sanocki** - Chairman of the Board, Grupy SPLAST
- **Katarzyna Lubera- Żelazko** – CEO, Ofisovnia/Frontile
- **Tomasz Młynarski** – Chairman of the Board, Igloo
- **Gabriel Kermiche** – Chairman of the Board, EcoWipes

Moderator: Katarzyna Dębkowska – Polish Economic Institute

11. Economy 4.0. – modern services for business (part 2)

Date: October 6, 2021

Time: 15:30-17:00

Place: Room No. 2

Topics:

- 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
- Sources of financing for innovative activities

They were invited to participate in the discussion:

- **Jacek Pukal** – Chairman of the Board, PROSTER
- **Mateusz Bereziewicz** – Chairman of the Board, NeuroGames Lab
- **Łukasz Chojnowski** – Chairman of the Board, Anyrobot
- **Sebastian Nocuń** – director of sales and marketing, Habasit
- **Maksymilian Tatarczuk** – director of Sales and Purchasing, Partner, CBTG Technologies
- **Arkadiusz Lewicki** – director of the National Contact Point for Financial Instruments of European Union Programs
- **Stefan Życzkowski** – Chairman of the Board, ASTOR
- **Robert Izdebski** – member of the board, IBPM

Moderator: dr Marcin J. Piątkowski – economist, University of Economics in Krakow

12. Sustainable city, sustainable development (part 3)

Date: October 6, 2021

Time: 15:30-17:00

Place: Room No. 3

Topics:

- 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
- A climate responsible company - ways to reduce low emissions

They were invited to participate in the discussion:

- **Jacek Kolanko** – Chairman of the Board, Eco Harpoon-Recycling
- **Silvio Bucci** – Chairman of the Board NewTechLab
- **Piotr Gęśła** - Mitsubishi Electric Europe
- **Radosław Grech** - Chairman of the Board, Centre for Renewable Energy
- **Jarek Grobelny** – Chairman of the Board, Intereko Energia
- **Paweł Merkel** - Chairman of the Board TALO Energy
- **Zbysław Lasek** – Chairman of the Board, MINUTOR Energia
- **Wojciech Krajewski** – Chairman of the Board, Hydropolis
- **Rahim Blak** – Chairman of the Board, Copernic

Moderator: Kamil Lemiszewski – actor, film producer

13. Effective manager – how to manage more effectively?

Date: October 6, 2021

Time: 15:30-17:00

Place: Room No. 4

Topics:

- The role of soft skills in management.
- Manager's Vademecum – Practical Training of effective and precise management
- Modern Training methods: Lego Serious Play, systematic coaching
- Modern management techniques: the school of system settings
- The role of social media in business management
- Building a personal brand in social media

They were invited to participate in the discussion:

- **Małgorzata Pankiewicz-Buko** – work and organizational psychologist, skills trainer personal
- **Tomasz Zawadzki** - COO, BusinessWell

14. Practical use of the industrial property in the activities of enterprises

Date: October 7, 2021

Time: 11:00-12:30

Place: Room No. 1

Topics:

- 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?

They were invited to participate in the discussion:

- **Edyta Demby-Siwiek** – President of the Patent Office of the Republic of Poland
- **Jakub Siewewiesiuk** - AOMB
- **Paweł Aleksander** – COINFIRM
- **Adam Waławczyk** - Deloitte Doradztwo Podatkowe
- **Jerzego Greblickiego** – AIUT

Moderator: Łukasz Zieliński – AOMB

15. Education and the labor market

Date: October 7, 2021

Time: 11:00-12:30

Place: Room No. 2

Topics:

- 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

They were invited to participate in the discussion:

- **Grzegorz Rippel** – Chairman of the Board, Illustro Doradztwo
- **Tomasz Trawiński** – vice-Rector for Infrastructure and Promotion Silesian University of Technology
- **Dominika Flaczyk** – Chairman of the Board, GRUPA PROFESJA
- **Sebastian Zelek** – Chairman of the Board, Inwork
- **Marcin Sosnowski** - University of Humanities and Life Sciences Jan Długosz in Częstochowa
- **Janusz Uriasz** - Vice-Rector for Innovation and Development, Maritime University of Szczecin

Moderator: **Piotr Kieraciński** – Editor in Chief Forum Akademickie

16. Nova Praxis – Between digitization and robotization on the example of MŚP family businesses

Date: October 7, 2021

Time: 11:00-12:30

Place: Room No. 4

Topics:

- The importance of product and proces innovations in the development of family businesses
- Organizational changes and product changes in family businesses
- Digitization – an opportunity or an obstacle – the importance of resistance to change in companies with a long history
- South Africa – has the pandemic brought us closer to RPA type solutions – i.e. where and how can robots be used in the office
- Modern and agile business solutions for SME companies

They were invited to participate in the discussion:

- **Konrad Bajor** – Chairman of the Board, Nova Praxis
- **Wojciech Zięba** – director of the bakery chain “ Grzybki” Piekania K. and A. Cichowscy, E, Federowicz Sp. J.
- **Stanisław Czech** – vice president of the board, Ferrbud
- **Marek Sikora** – Chairman of the Board, Geobud
- **Krzysztof Bielawski** – expert on South African affairs

Moderator: Paweł Gawron

17.Medicine 2.0? (part 2)

Date: October 7, 2021

Time: 13:00-14:30

Place: Room No. 1

Topics:

- 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

They were invited to participate in the discussion:

- **Sebastian Kilichowski** –originator, EyeShield
- **Piotr Cioch** –Chairman of the Board, Endolink
- **Grzegorz Kosch** – CEO, Glaze Prosthetics
- **Dariusz Karolak** –Chairman of the Board, Braster

Moderator: Magdalena Kulczycka - Project Manager, CEBioForum

18. Municipalities development perspective

Date: October 7, 2021

Time: 13:00-14:30

Place: Room No. 4

Topics:

- 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

They were invited to participate in the discussion:

- **Piotr Psikus** – Mayor, Kępno Commune
- **Eligiusz Komarowski** – Starost, Piła powiat
- **Krzysztof Wolny** – Mayor, Międzychód Commune
- **Katarzyna Szumielewicz** – Representative of the Directorate-General for Regional and Urban Policy, Poland, European Commission
- **Jacek Jaśkowiak** – president, City of Poznań
- **Jarosław Berendt** – Mayor, Wągrowiec Commune

Moderator: Marek Bogacki – Chairman of the Board Instytut Samorządowy

19. The real estate market in Poland

Date: October 7, 2021

Time: 13:00-14:30

Place: Room No. 3

Topics:

- 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?

They were invited to participate in the discussion:

- **Teresa Ślężkiewicz** – Member of the Board, Katowicka Spółdzielnia Mieszkaniowa
- **Maria Nowak** – Chairman of the Board, SML-W Energetyk we Wrocławiu
- **Paulina Piliszek** – Chairman of the Board, MYONI Group
- **Konrad Durnikowski** – CEO, HB Premium
- **Katarzyna Skrodzka** – Chairman of the Board, Regal Development

Moderator: Aneta Nagler - Editor-in-chief, STREFA NIERUCHOMOŚCI®

20. Profitability of investments in renewable energy. Profit or climate action?

Date: October 7, 2021

Time: 15:30-17:00

Place: Room No. 1

Topics:

- Development and potential of renewable energy in Poland
- The country's energy strategy and the transformation of the Polish energy sector
- Legal conditions for the development of renewable energy
- Smart energy, or smart grid
- City in panels. What are the benefits for cities from photovoltaics
- Recycling of photovoltaics. How to effectively take care of the environment after the use of solar panels?

They were invited to participate in the discussion:

- **Maciej Bando** - management consultant, Projekt-Solartechnik Group
- **Kamil Płatek** - Chairman of the Board, Elektro Masters
- **Zbysław Lasek** - Chairman of the Board, MINUTOR Energia
- **Paweł Sobolak** - CEO, Werufin
- **Maciej Utracki** - Director of the Energy Sector and Technology Office, Bank Gospodarstwa Krajowego
- **Izabela Kędroń** - Chairman of the Board, Sun Hunter
- **Sebastian Jabłoński** - Chairman of the Board, Respect Energy S.A.
- **Krzysztof Pikul** - proxy, PVGE Green Energy

Moderator: Joanna Korgul – Editor-in-chief, Świat OZE

21. Innovation, business, science (part 2)

Date: October 7, 2021

Time: 15:30-17:00

Place: Room No. 4

Topics:

- 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

They were invited to participate in the discussion:

- **Jurgen Tiedje** – representative, Directorate – General for Research and Innovation, European Commission
- **Paweł Strumiłło** – Vice-Rector for Development, Lodz University of Technology
- **Jerzy Jaroszewski** – Vice-Rector for Scientific Policy and Research, University of Warmia and Mazury in Olsztyn
- **Karol Majewski** – Chairman of the Board, DiMedical Clinical Medicine Center
- **Anna Ptaszek** – University of Agriculture in Krakow
- **Maciej Sierpiński** – Chairman of the Board, MDM DRUK
- **Krzysztof Pindral** -Chairman of the Board, Heidelberg Polska

Moderator: dr Zygmunt Krasiński – Chairman, polish Chamber of Commerce for High Technology

22. POWER SPEECH

Date: October 7, 2021

Time: 15:30-17:00

Place: Room No. 2

Topics:

- Personal Brand of Entrepreneurs – Boss Branding in practice
- RADICAL NEGOTIATIONS – why are we losing so much in negotiations?
- THE BIBLE OF EFFICIENCY, that is the Kaizen methodology
- Facts and myths about management

They were invited to participate in the discussion:

- Anna Oszajca
- Marcin Sebastian Rogowski
- Aneta Wątor
- Fryderyk Karzełek

Accompanying events:

October 5

Economic missions:

- Zakład Termicznych Transformacji Odpadów, **Krakowski Holding Komunalny**
- Industry 4.0 showroom, **Mitsubishi Electric**
- Conference " Creative sector – industry of the future ", Krakow Philharmonic

October 6 at 20:00

- **Gala of the Polish Congress of Entrepreneurship**

October 6-7 from 11:00-17:00

- **Exhibition area**

October 6-7 at 11:00-17.00

- **Meeting of the Unii Metropolii Polskich i Związku Miast Polskich**