



Draft of the thematic paths/program of the 9th edition of ECSME

Main theme of 9th ECSME: SMART-SAFE-SOLUTIONS

DRAFT PROGRAM

1. Start-up your business

1. Start-ups: International cooperation (FMP)
2. Start-ups Medicine (FMP)

2. Labour Market and Education

3. The future of Poviats Labour Offices and their role in creating local labor markets
4. How to effectively monitor educational policy
5. Young people on the labor market
6. Polish model of education and dual education
7. Professional education and generational change in the labor market
8. „Baza Usług Rozwojowych” - perspectives for financing training for entrepreneurs.

3. HR in Company

9. Building an effective organizational culture in the area of HR
10. How to use the potential of people with limited professional activity
11. An investment in employee development - an investment in a company?
12. Wellness in the office
13. Employment of foreigners in Poland - not only neighbors from the eastern border

4. Financing of SME

14. Obtaining funds for business development
15. Prospects for SMEs in the EU budget for 2021-2027
16. Innovations not only for the largest - how to implement and obtain financing?
17. TOP INVESTMENTS for SMEs, or how to make money on capital

5. Management&Development

18. Cross-border dialogue between science and business
19. Management 3.0 - in the pursuit of being a perfect leader - a workshop and discussion with practitioners
20. Technologies for transport

6. Digital Company

21. Automation and the labor market
22. Digital transformation of the enterprise. How to start a revolution?
23. DigitaliseSME – introductory seminar for entrepreneurs
24. Directions of development of the labor market in the era of robotization and automation (panel in cooperation with the Social Insurance Institution)
25. Growing security threats on the Internet
26. E-commerce - the most important trends

7. State and Law

27. Meeting of the Entrepreneurs' Council at the SME Ombudsman
28. The invisible hand of the market or the visible hand of the state. The debate of special guests of the Congress
29. Current state fiscal policy and entrepreneurs' expectations. Panel with the participation of the Commissioner for Small and Medium-sized Entrepreneurs
30. Family businesses. How to optimally arrange ownership relations in succession
31. Flexible forms of employment in the light of the Labor Code
32. Corporate law - 2019: new regulations, new opportunities, new challenges
33. Corporate law - ways to minimize the risk of running a business
34. Legal regulations regarding the employment of foreigners - step by step
35. New public procurement law. What will change?
36. „Pracownicze Plany Kapitałowe”

8. Passion and Business

37. Cultural heritage of Silesia - potential or burden?
38. Passion + Business = Success
39. Creative industries
40. Silesian Après Work or what kind of entertainment are waiting for entrepreneurs and employees during their free time
41. Tourism/ local products the driving force of the region

9. City and Self-government

42. City. A good climate for business
43. A city that is friendly to residents. Here you want to live
44. Energy self-sufficiency of cities and communes
45. Public-Private Partnership in Poland. Why are still so little popular
46. Cities are betting on sport. Promotion of cities through sport
47. Smart city. How to create a smart and ecological city?
48. Sustainable urban mobility.

10. MARKETING AND SALES ACADEMY

49. Akademia Marketingu i Sprzedaży
50. Employer Branding. How to build an employer brand? / How to build your company's brand
51. Social media as (quite) economical and effective method of reaching the customer
52. Public Relations as a still underestimated image building tool
53. Development of new forms of communication with a potential client

11. Global SME Meeting

54. Security of business transactions in relations with foreign partners
55. Support for internationalization of Polish companies
56. Global SME Meeting

12. Think Eco!

57. Circular economy
58. Market for eco and organic products
59. Low emission - a big problem
60. Globally and locally on renewable energy sources
61. Ecology in business - pro-environmental activities and investments



Other Discussion Sessions

- 62. Construction
- 63. The future of Polish energy: facts and myths
- 64. Real estate / residential market

Accompanying Events

- 65. Area of Innovation and Knowledge
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