

AGENDA

1. The future of the construction industry- session partner - P.B. ANBUD Sp. z o.o. 5. Still Sport or Already Business? - session partner: OSHEE POLSKA

- Is construction still a guaranteed and certain profit in the long term?
- Contemporary trends in the real estate market
- Successive sources of financing
- Housing cooperative as a property manager

- Sports marketing as a component of corporate promotion strategy
- The role of a sponsor and its influence on the development of a sports career
- What can business world learn from the world of sports?
- Sports events and regional development

2. Macroeconomic prospects of the Polish economy

- How to compete with the industry leaders?
- International cooperation as the right direction of development
- Business in the family, family in business
- Small and Medium-sized Enterprises as the backbone of the Polish economy

6. The Legal and Financial Sector as the Foundation of Stability and Development

- Investments in the current economic situation – how to effectively protect capital
- Innovations in banking and finance
- B2B legal advisory
- Modern accounting offices

3. Transportation as the Foundation of the Polish Economy

- Modern technologies in the TSL industry
- How to ensure a stable supply chain? Poland vs. Europe
- The development of the electromobility market in Poland
- Challenges and trends in contemporary transportation

7. The Polish Labor Market

- How to ensure effective skills and qualifications development?
- Anticipating tomorrow - the labor market in times of uncertainty
- Foreign workers as support for the Polish economy
- The role of vocational education

4. Regional Development Strategy and its Impact on the Economy

- Skillful utilization of regional diversity
- Smart city in the perspective of urban development
- Cooperation between local government and investors
- Effective budget management

8. Women at the Top

- Management style and gender
- Creativity in business
- They don't believe in the "it's impossible" spell
- How to achieve success in male-dominated world?

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9. The Contemporary Face of Polish Universities

- A practical education model – a good start to a professional career
- Cooperation with the socio-economic environment as the basis of success
- Management and commercialization of intellectual property
- Attractive teaching models - how to attract students

10. Where Does Medical Progress Lead?

- Innovations in the pursuit of human health
- Technological revolution in medicine
- Hospital and healthcare facility management
- Tailored solutions

11. The Potential of Polish Innovations - **session Partner: Politechnika Krakowska**

- Industry 4.0
- Polish innovations in the international arena
- What blocks innovation development?
- Cooperation between academic communities and industry

12. Green Transformation - From Vision to Implementation

- Optimal solutions for the environment and business
- Environmentally friendly energy
- Innovations in renewable energy sources
- Alternative fuels – environmental aspects

13. Artificial Intelligence and Its Impact on the Economy

- The algorithm of the future
- Business synergy with AI – key competencies
- How to responsibly implement artificial intelligence?
- Concerns and fears related to AI autonomy?

14. Creating a strong brand - **session partner: NEXLER Sp. z o. o.**

- Competitive strategies for Polish brands
- The specifics of brand management in terms of building a market position
- Coherent promotion channels - How to promote to be visible?
- Recognizable brand – mission, vision, and values

15. IT – Directions of Development

- Software house, meeting the needs of customers
- The key role of cloud services for business
- Automation, digitization, IoT – is it already a necessity?
- IT security

16. Quality in the Polish Version - **session partner: OSM "Piątница"**

- Ensuring quality and quality management
- Polish products on the international arena
- Price vs. quality – what does the entrepreneur focus on?
- The consumer of tomorrow – how to meet their demands?

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17. XXI Century Marketing

- Case study – Effective marketing campaigns
- Scaling the e-commerce market
- Marketing agencies – choice or necessity?
- Effective digital marketing

19. Sustainable Development of the Economy and Ecology - session partner: EMKA S.A.

- The most important challenges of contemporary ecology
- Circular economy
- Environmental protection – solutions and prospects
- Does the economy keep up with ecology?

18. The Pharmaceutical Industry as an Innovative Sector of the Economy

- Legal regulations in healthcare and their impact on the industry
- Latest trends in the pharmaceutical industry
- Drug policy - challenges and new therapies
- Pharmaceutical care – standards of medical practice

20. The Leader of the Future

- Leadership - mature leadership
- What qualities should an effective leader possess?
- Management in a dynamic environment
- Work-life balance

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