



EUROPEAN CONGRESS

of Small and Medium - Size Enterprises

12th EDITION

20-22 NOVEMBER 2022 | KATOWICE

Face the Challenge

www.ekmsp.eu

A photograph of a man in a suit standing on a stage, gesturing towards a large audience seated in rows of chairs. The scene is dimly lit with blue stage lights. The text 'Where the heart of business beats' is overlaid on the image, with 'heart' and 'of business' highlighted in yellow.

Where the **heart** **of business** beats

The biggest SME event in Europe

**Theme of the 12th European
Congress of Small and Medium Size
Enterprises**

Face the Challenge

Business in the face of big challenges

What is the **European Congress** of Small and Medium Size Enterprises?

The European Congress of Small and Medium Size Enterprises (Europejski Kongres Małych i Średnich Przedsiębiorstw – EKMSPP) is the largest event in Europe aimed at the SME sector. Since 2011, it's been the go-to place for inspiration, meetings, and integration.

Tens of thousands of entrepreneurs and experts from all over the world, representatives of administrative bodies, local government officials, scholars, and other professionals from the field of business have taken part in the eleven editions of the Congress so far.

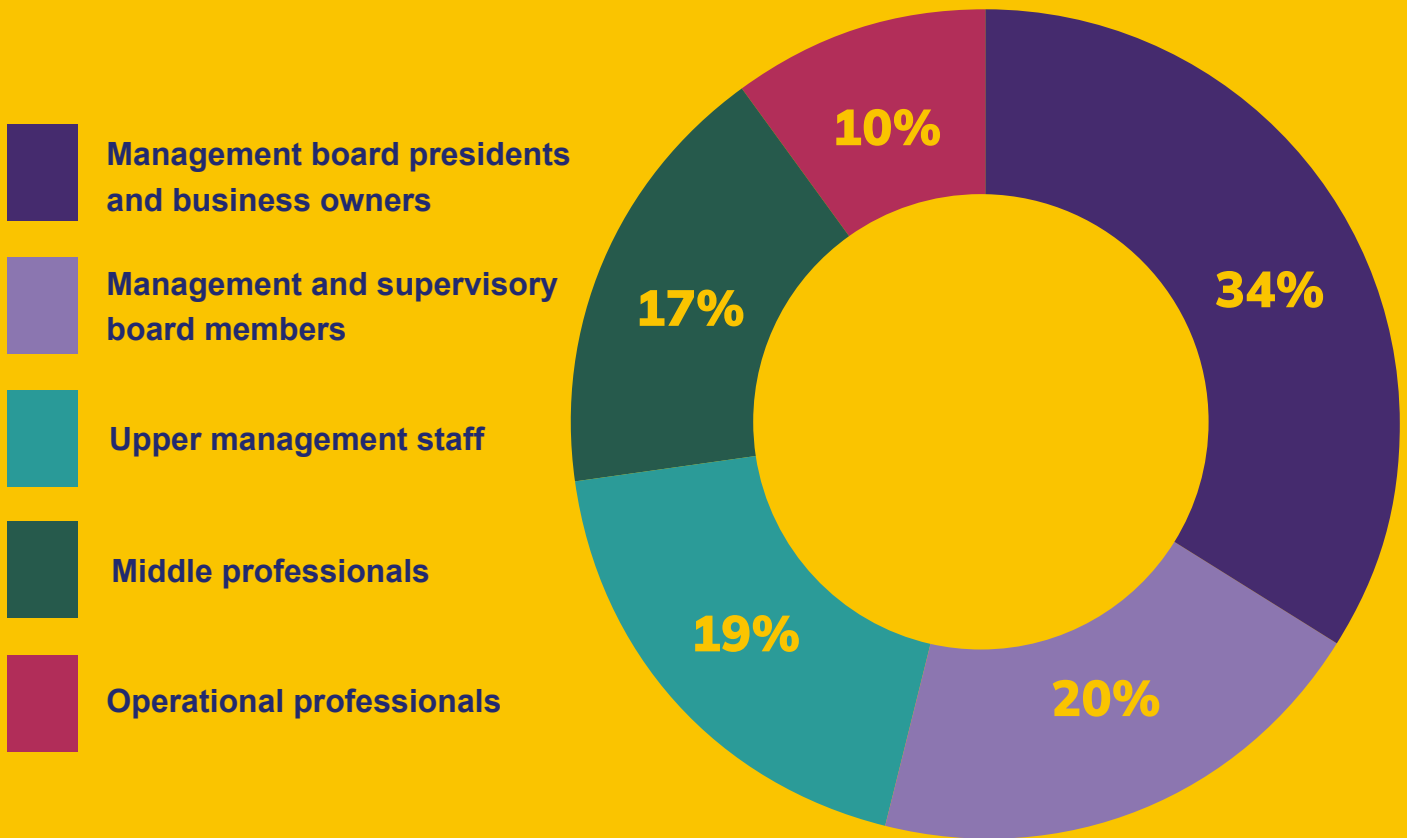
The background of the slide is a dark, blue-tinted photograph of a large conference hall. On the left side, a man in a light-colored shirt is standing and gesturing, appearing to be a speaker. The rest of the image is filled with the silhouettes of a large audience seated in rows, facing towards the speaker. The overall atmosphere is professional and formal.

Who is the audience of the European Congress of Small and Medium Size Enterprises ?

The Congress is a place dedicated to business and everything that's connected with it. If your target group includes management boards, owners, and the management staff of small and medium enterprises, then you will hit the jackpot by joining the Congress.

The Congress is also a venue for discussions and debates with representatives of the European Commission and the European Parliament, the highest state authorities, ministries and government agencies, local government officials, the world of science and culture, as well as the business community.

Profile of a business participant



How to become a star of #EKMSP?





A group of business professionals, including men and women in suits, are gathered in a B2B expert zone. They are engaged in conversations, with one man in the center holding a small blue card or brochure. The background is a dark, modern setting with other people visible in the distance.

B2B expert zone

A large blue staircase with a red 'M' logo and the word 'Metro' in red. Several people are walking up and down the stairs. The background is a dark, modern setting with other people visible in the distance.

Branding and media

A musical performance on a stage with a blue background. A conductor is leading a group of musicians, including violinists and a keyboardist. The background features logos for 'SAMORZĄD WSPIERA MŚP' and 'EUROPEJSKI KONGRES Małych i Średnich Przedsiębiorstw'. The keyboardist is playing a Kawai MPS keyboard.

Accompanying events

Theme paths – which is your match?

Face the Challenge

- Energy transformation and its challenges
- Supply chain security
- Growing business running costs – work and materials costs
- Unstable economic conditions – inflation, currency cost
- Future of Poland in EU – how our relationships look like?

01

Company is people

- Current work market challenges – how to effectively recruit and retain an employee?
- Education, growth, leadership
- Building teams in remote and hybrid working environments
- Sharing economy
- Challenges of succession

02

Start-ups and innovations

- How to build a stable start-up?
- Trends, challenges and security of digitisation
- Industry 4.0 solutions for SME
- How to build an organisational culture?
- Commercialisation of modern solutions

03

Law and taxation

- “Polish Order” and its consequences for business
- Major planned legal changes for entrepreneurs
- Business agreements – useful entries for difficult times
- Disputes: are court proceedings needed?
- Non-financed reporting in the area of ESG

04

Theme paths – which is your match?

Finances and investments

- Sources of funding business development
- Managing investments in times of uncertainty
- Available financial market instruments to stabilise the company
- How not to lose in the face of inflation?
- Directions of financial markets evolution and their impact on entrepreneurs

Marketing and sales

- The most effective forms of communication with a client
- Strategic competences of brand managers
- How to build and use a personal brand and social media channels?
- Latest trends in marketing
- Cultural determinants of marketing campaigns

Smart City for business

- Smart cities concept
- Public space friendly to entrepreneurs
- Energy self-sufficiency of cities and municipalities
- Trends in urbanisation and their implications for business

Global Business Meeting

- Tools for building international business relations
- Safety of foreign business transactions
- Introducing a product to foreign markets
- The most promising directions of expansion for Polish companies
- B2B meetings with international guests

Why is it **worth** it?

The previous offline European Congress of Small and Medium Size Enterprises:

8000

registered
participants

100

panel discussions,
workshops and talks

500

experts
and speakers

46

foreign
delegations

Why is it worth it?

We offer solutions and inspirations, we create a network of contacts in the area of business.

We support our partners and participants in innovative and safe development.

We help in building the image of an expert by offering the possibility of starring as a lecturer in front of an audience of extraordinary guests.

We give the possibility to jointly create projects with us during the Congress.

We facilitate making direct relationships with the representatives of key central institutions and local governments.

We organise international B2B meetings.

We help in establishing partnerships with higher education authorities and scholars, as well as in reaching students.

We work with start-ups and young entrepreneurs, as well as with international organisations that associate them.



They have **trusted us**

Co-hosts



Województwo
Śląskie



Górnośląsko
-Zagłębiowska
Metropolia



KATOWICE
dla odmiany



WOJEWODA ŚLĄSKI

Co-organisers



MAŁOPOLSKA
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Politechnika
Śląska



UNIWERSYTET ŚLĄSKI
W KATOWICACH



Uniwersytet
Ekonomiczny
w Katowicach

Business partners

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mBank

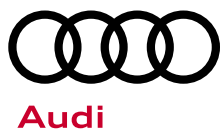
MOKATE
— A Family Business —

SIEMENS
Ingenuity for life



Samochody
Dostawcze





Media partners



Under the patronage of the European Parliament

Honorary patronage



Honorowy patronat
Prezesa Rady Ministrów
Mateusza Morawieckiego

Institutional patronage



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Edukacji i Nauki



Ministerstwo
Funduszy
i Polityki Regionalnej



Ministerstwo
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Rzeczpospolita Polska
Ministerstwo
Spraw Zagranicznych



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Małych i Średnich Przedsiębiorców

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Inwestycji i Handlu
Grupa PFR



KUKE
Grupa PFR



Krajowa Administracja
Skarbowa



KRAJOWA IZBA
DORADCÓW
PODATKOWYCH



KRAJOWA IZBA GOSPODARCZA



Sosnowiec łączy



Wojewódzki Fundusz Ochrony Środowiska
i Gospodarki Wodnej w Kujawach i Pomorzu



POWIATOWE URZĘDY PRACY
WOJEWÓDZTWA ŚLĄSKIEGO



Zabrze
w sercu Śląska



ZAKŁAD
UBEZPIECZEŃ
SPOŁECZNYCH



ZWIĄZEK BANKÓW POLSKICH

#EKMSP in **media**

The event is covered by the largest editorial boards in the country at national, regional, and local level. Presence on television, radio, and in the press results in high returns on investment in the form of publicity.

Online, we reach entrepreneurs from all over Poland thanks to dozens of Media Patrons, Supporting Organisations, and Partners.



Convenient location



Convenient and easy transport access, the most developed road network in Poland. Location at a motorway intersection



3 international airports: Katowice Airport, Krakow Balice, Ostrava Airport



Great railway access:
1 h from Krakow,
2,5 h from Warsaw,
4,5 h from Vienna,
5 h from Prague

International dimension



Algeria
Angola
Argentina
Australia
Austria
Azerbaijan
Belarus
Belgium
Botswana
Brazil
China
Croatia

Czech Republic
Estonia
Georgia
Germany
Ghana
Great Britain
Hungary
India
Iran
Iraq
Ireland
Israel

Italy
Japan
Canada
Congo
Latvia
Lithuania
Luxembourg
Madagascar
Malta
Nepal
Nigeria
Pakistan

Portugal
Rwanda
Saudi Arabia
Serbia
Slovenia
South Africa
Spain
Switzerland
Tonga
Turkey
Ukraine
USA

Organiser



CHAMBER
OF COMMERCE
AND INDUSTRY
IN KATOWICE

For over 30 years we've supported business and stimulated its development. We offer business consulting services. We help to establish contacts with partners at home and abroad. We shape and disseminate the principles of ethics, integrity in business, and corporate social responsibility.

We are a creator of the meetings and events industry.



**EUROPEAN
CONGRESS**

of Small and Medium - Size Enterprises



LAURY
UMIĘJĘTNOŚCI
I KOMPETENCJI

**Health Med
Innovations**

ThinkEco!
FORUM



**Silesia
Business
Hub**



**Woman
Business
Hub**



Become a part of **the biggest** event for SME!



Work with us on the 12th edition of the European Congress for Small and Medium Size Enterprises.

Let's build the best edition of the Congress yet – together!

Tomasz Zjawiony
President of the Chamber of
Commerce and Industry
(CCI) in Katowice



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Contact

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in Katowice*

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