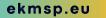


## PLANNED PANELS during the 14th edition of ECSME

The following list contains the currently PLANNED panels at the 14th European SME Congress.

Changes may be made to this list - resulting from ongoing cooperation with congress partners. **If you have a proposal for a panel which is not among the listed topics - please contact us.** It is still possible to change the titles of panels, add new ones or cancel some of the planned ones - due to the limited number of rooms in the International Congress Centre in Katowice.

SHAPE THE FUTURE NOW	<ul> <li>Security first - a new vision for Europe and economic processes</li> <li>Poland on the map of European and world trade routes</li> <li>Impact of ETS 2 and CBAM on the competitiveness of Polish companies</li> <li>Building European champions (Polish competitive advantages and scope for state support)</li> <li>Priorities of the Polish Presidency of the EU Council in the period I-VI 2025</li> </ul>
A COMPANY IS PEOPLE	<ul> <li>Women's conference: Business and class - a woman's point of view 'Women for Women'</li> <li>Modern methods for assessing job applicants and effective onboarding</li> <li>Soft skills in the age of artificial intelligence - who should be afraid of Al</li> <li>Recruitment, upskilling and reskilling as tools to achieve company goals</li> <li>Motivating work incentives - what employees expect these days</li> <li>Strategies for retaining key people in SMEs</li> <li>Expectations of entrepreneurs in relation to state migration policy</li> <li>Well-being and work-life balance: creating a healthy and sustainable working environment</li> <li>Panel about the labor market</li> <li>Panel about people with disabilities</li> </ul>
<b>TECH TRENDS</b> <b>POLAND</b> Startups and Innovations	<ul> <li>Scaling a start-up - from local market to global expansion</li> <li>Lean Startup: how to test ideas quickly and cheaply</li> <li>Organizational culture and its impact on the success of start-ups</li> <li>Generative AI tools for use in everyday office work</li> <li>Workshop: How to properly write prompts in the most popular Large Language Models</li> <li>Financing start-ups in an environment of economic uncertainty</li> <li>The art of presenting innovative technological solutions</li> </ul>







LAW AND TAXES	<ul> <li>Trade mark protection in SMEs</li> <li>Modern compliance tools for SMEs</li> <li>Legal aspects of the digital transformation of companies</li> <li>Data protection in the age of cyber threats - the NIS2 Directive</li> <li>Taxation of online trading activities</li> <li>Protection of intellectual property in small companies</li> <li>How you should protect the whistleblower in your company</li> <li>Workshop: Mines in business contracts - which clauses to look out for in particular</li> <li>Resolution of contractual disputes: mediation and arbitration</li> </ul>
FINANCE AND INVESTMENT	<ul> <li>Energy transformation in SMEs - green asset finance and other supporting tools. ESG as a business development opportunity.</li> <li>EU programs worth looking out for in 2024</li> <li>Financial programs of national institutions to support SME development</li> <li>Funding of research and development projects</li> <li>Crowdfunding and crowd investing</li> <li>Tools for securing foreign economic relations</li> </ul>
MARKETING AND SALES	<ul> <li>Creating your own brand - create or be honest?</li> <li>Al in marketing - who's scared and who's happy?</li> <li>Social media as a marketing tool for SMEs</li> <li>Influencer marketing - is it accessible to SMEs?</li> <li>Specificity of sports sponsorship - challenges and benefits for both sides</li> <li>The future of e-commerce: how small businesses can compete with the giants</li> <li>Virtual Assistants and Chatbots in business: automating customer service and customer communication</li> <li>Experience marketing - creating value through emotions</li> </ul>
SMART CITY FOR BUSINESS	<ul> <li>Katowice Gaming and Technology HUB - what can we expect?</li> <li>Does a city have to be smart to be an attractive place to live?</li> <li>Smart City step by step. What smart solutions do residents want in the first place?</li> <li>Sharing urban data - what do entrepreneurs need?</li> <li>Friendly and functional urban mobility system - how to build it</li> <li>The most interesting smart concepts implemented worldwide</li> <li>Smart grids - a way to meet rising energy demand</li> </ul>







GOING	<ul> <li>International public procurement - a high-stakes game</li> <li>Small but Global: małe i średnie polskie firmy na rynku międzyna-</li></ul>
GLOBAL	rodowym <li>On the relationship between art and business internationally</li> <li>Sisterhood in business</li> <li>Invest in How to successfully attract foreign investors?</li> <li>Internationalization of SMEs</li>
20 YEARS OF POLAND IN THE EU HE LABOUR MARKET IN TRANSITION	<ul> <li>New opportunities on the labor market 20 years after Poland's accession to the EU</li> <li>Metropolises in Poland - the impact of their labor markets -presentation by the Union of Polish Metropolises</li> <li>Regional and local labor markets 20 years after Poland's accession to the EU</li> <li>Social dialogue - the cornerstone of the European labor market</li> </ul>

## ACCOMPANYING EVENTS AT THE 14TH ECSME

American Day 2024
Think Eco! Forum

