

## **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**

- Security first - a new vision for Europe and economic processes
- Poland on the map of European and world trade routes
- Impact of ETS 2 and CBAM on the competitiveness of Polish companies
- Building European champions (Polish competitive advantages and scope for state support)
- Priorities of the Polish Presidency of the EU Council in the period I-VI 2025

### **A COMPANY IS PEOPLE**

- Women's conference: Business and class - a woman's point of view 'Women for Women'
- Modern methods for assessing job applicants and effective onboarding
- Soft skills in the age of artificial intelligence - who should be afraid of AI
- Recruitment, upskilling and reskilling as tools to achieve company goals
- Motivating work incentives - what employees expect these days
- Strategies for retaining key people in SMEs
- Expectations of entrepreneurs in relation to state migration policy
- Well-being and work-life balance: creating a healthy and sustainable working environment
- Panel about the labor market
- Panel about people with disabilities

### **TECH TRENDS POLAND**

Startups and Innovations

- Scaling a start-up - from local market to global expansion
- Lean Startup: how to test ideas quickly and cheaply
- Organizational culture and its impact on the success of start-ups
- Generative AI tools for use in everyday office work
- Workshop: How to properly write prompts in the most popular Large Language Models
- Financing start-ups in an environment of economic uncertainty
- The art of presenting innovative technological solutions



## LAW AND TAXES

- Trade mark protection in SMEs
- Modern compliance tools for SMEs
- Legal aspects of the digital transformation of companies
- Data protection in the age of cyber threats - the NIS2 Directive
- Taxation of online trading activities
- Protection of intellectual property in small companies
- How you should protect the whistleblower in your company
- Workshop: Mines in business contracts - which clauses to look out for in particular
- Resolution of contractual disputes: mediation and arbitration

## FINANCE AND INVESTMENT

- Energy transformation in SMEs - green asset finance and other supporting tools. ESG as a business development opportunity.
- EU programs worth looking out for in 2024
- Financial programs of national institutions to support SME development
- Funding of research and development projects
- Crowdfunding and crowd investing
- Tools for securing foreign economic relations

## MARKETING AND SALES

- Creating your own brand - create or be honest?
- AI in marketing - who's scared and who's happy?
- Social media as a marketing tool for SMEs
- Influencer marketing - is it accessible to SMEs?
- Specificity of sports sponsorship - challenges and benefits for both sides
- The future of e-commerce: how small businesses can compete with the giants
- Virtual Assistants and Chatbots in business: automating customer service and customer communication
- Experience marketing - creating value through emotions

## SMART CITY FOR BUSINESS

- Katowice Gaming and Technology HUB - what can we expect?
- Does a city have to be smart to be an attractive place to live?
- Smart City step by step. What smart solutions do residents want in the first place?
- Sharing urban data - what do entrepreneurs need?
- Friendly and functional urban mobility system - how to build it
- The most interesting smart concepts implemented worldwide
- Smart grids - a way to meet rising energy demand



## GOING GLOBAL

- International public procurement - a high-stakes game
- Small but Global: małe i średnie polskie firmy na rynku międzynarodowym
- On the relationship between art and business internationally
- Sisterhood in business
- Invest in ... - How to successfully attract foreign investors?
- Internationalization of SMEs

## 20 YEARS OF POLAND IN THE EU

THE LABOUR MARKET IN  
TRANSITION

- New opportunities on the labor market 20 years after Poland's accession to the EU
- Metropolises in Poland - the impact of their labor markets  
-presentation by the Union of Polish Metropolises
- Regional and local labor markets 20 years after Poland's accession to the EU
- Social dialogue - the cornerstone of the European labor market

## ACCOMPANYING EVENTS AT THE 14TH ECSME

- American Day 2024
- Think Eco! Forum