



# EUROPEAN CONGRESS

of Small and Medium – Size Enterprises

13<sup>TH</sup> EDITION



www.ekmsp.eu

## READY FOR

# CHANGE?

25 – 27 OCTOBER 2023 | KATOWICE



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

The biggest SME sector event in Europe

Theme of the 13<sup>th</sup> European Congress  
of Small and Medium Enterprises

**READY FOR**

**C H A N G E ?**

**Every change is a chance**

# What is the **European Congress** of SME?

The European Congress of Small and Medium-sized Enterprises is the largest event for SME companies in Europe. Since 2011, it has been a place to gain new knowledge, exchange ideas, get inspired and establish business relationships.

The twelve editions of the Congress to date have been attended by tens of thousands of entrepreneurs and experts from all over the world, as well as numerous representatives from government and local government agencies, business environment institutions, as well as the world of science and culture.

# Who is the audience of the **European Congress** of SME?

The Congress is aimed at entrepreneurs representing the SME sector, but also at all companies, organisations, and institutions cooperating with the sector and creating the conditions for its operation and development. For this reason, the participants of the Congress include representatives of the state authorities, headed by the Prime Minister and Government Ministers of the Republic of Poland, Members of the Sejm, Senators of the Republic of Poland, managers of government institutions and agencies, leading representatives of regional authorities, city mayors, the highest authorities of public and non-public universities, business organisations and associations, as well as high-ranking representatives of cultural institutions.

The European institutions are represented by EU Commissioners, representatives of the European Commission, Members of the European Parliament, as well as representatives from the authorities of the main European economic and social organisations.

# The profile of a business member



# How to become a star of the **#EKMSP?**



**Speech** on the main stage



**Interview** on the main stage



Moderated **debate** on the main stage



**Exhibition stands**



**Discussion panel/workshop** in the conference room



**B2B expert zone**



**Branding and media**



**Accompanying events**

# Main **topics** – which are of your interest?

## 01 READY FOR **CHANGE**?

- How to manage a business in a volatile economic environment?
- The challenges of the energy transition
- The Great Chip War. A new twist on the superpower rivalry
- Are we facing deglobalisation?
- #StandforUkraine
- Security first – a new paradigm for politics and economics
- Impact of Fit for 55 on economic development in Europe, Poland, and the Silesian Voivodeship
- Silesia – Land of Opportunity
- The Polish and Silesian labour markets: opportunities, challenges, and threats
- Think Eco! Forum
- The female element in business

## 02 Company is people

- 21<sup>st</sup> century education – what should it be like?
- Professions or skills of the future?
- Education models in the world – lessons for Poland
- Foreigners on the labour market – are we able to make use of their competences?
- The Family Foundation in practice – first insights
- AI in the recruitment process
- Ageing economy
- Vocational activation of people with disabilities
- The role of the visionary in the organisation
- How to build effective teams
- Wellbeing

## 03 Start-ups and innovations

- Building an innovative culture in the organisation
- Managing sensitive knowledge in an innovative company
- Innovation and patent law
- Technologies driving growth in this decade
- What an effective innovation support ecosystem should be like
- Cryptocurrencies – fad or future of money?
- Deep Fakes vs Digital Trust Technologies

## 04 Law and taxation

- Key legal changes in 2024 – what to prepare for?
- Out-of-court proceedings as an opportunity to assert your rights effectively
- The National e-Invoicing System (KSeF) and SMEs
- How to prepare SMEs for ESG reporting?
- A good agreement on two pages – workshops for entrepreneurs
- Impact of entrepreneurs on legal changes – fiction or reality?
- Minimising the risks of running a business

*If you would like to add your own topics to the Congress, feel free to contact us.*

# Main **topics** – which are of your interest?

## 05 Finances and investments 07 Smart City for business

- Opportunities and challenges of the EU Financial Perspective 2021-2027
- Making the whole of Poland an economic zone
- Investing in property
- Financing the implementation of innovative solutions
- Green Financing
- Investing safely in times of change
- The market for alternative financial services
- When your Start-Up needs support
- How to cash in on the green transition
- EU funds for entrepreneurs

- Is the Smart City concept suitable for every city?
- Business participation in building the Smart City
- Technologies to make cities smarter
- The idea of the 15-Minute City. Utopia, opportunity, or threat?
- Tools for supporting entrepreneurs by towns and municipalities
- Smart, Smarter, Smartest City
- Intelligent transport and logistics

## 06 Marketing and sales

- Product management in a turbulent market
- Elevator speech – or my 30 seconds
- Everyone is a brand. Building your image in social media
- How to communicate so that the client hears, not just listens
- E-commerce as an opportunity for SMEs
- AI-generated marketing campaigns. Does this make sense?
- Live commerce the future of sales channels?

## 08 Global Business Meeting

- B2B meetings with international guests
- Where to get the knowledge of foreign markets?
- Security of international agreements
- The impact of geopolitics on companies' international cooperation
- Funding opportunities for SMEs undertaking international activities
- Best practices in sustainability and ecology in global business
- New trends in international trade: growth of e-commerce and B2B platforms
- International partnerships for small and medium-sized enterprises – how to create and maintain them?

*If you would like to add your own topics to the Congress, feel free to contact us.*

# Why is it **worth**?

The previous edition of the  
European SME Congress:

**5500**

registered  
participants

**100**

panel discussions,  
workshops and talks

**270**

experts  
and speakers

**25**

foreign  
delegations

# Why is it **worth**?

- We give an opportunity to present **expert knowledge** in various disciplines in front of a wide Congress audience,
- We facilitate **co-creation of projects** carried out during the Congress in cooperation with us as the Organiser,
- Information about your own company and the **offered solutions** may constitute the basis for discussing broader and more universal issues during panels/speeches,
- We help in **establishing relationships** with leading representatives from key business environment institutions, local authorities and universities,
- Participation in **dedicated meetings** for Congress Partners (lunches, banquets, concerts) enables networking and establishing direct relationships with stakeholders of interest,
- We enable participation in **B2B meetings** offline or online with companies from Poland and abroad,
- We work with **start-ups** and young entrepreneurs, as well as with international organisations that associate them.



# They have **trusted** us in previous editions:

## CO-HOST:



Województwo  
Śląskie



Górnośląsko  
-Zagłębiowska  
Metropolia



KATOWICE  
dla odmiany



WOJEWODA ŚLĄSKI

## BUSINESS PARTNERS:



Akademia  
Górnośląska  
im. Wojciecha Korfantego w Katowicach



Akademia WSB  
Dąbrowa Górnicza, Cieszyń, Olkusz, Żywiec, Kraków

WSB University



Audi

A R C H E



Bank Pekao



BetaMed  
CENTRUM MEDYCYNIE 20 LAT



DRŻAZGA CLINIC  
LABORATORIA  
& WYKONANIE  
LABORATORYJNE



DONO  
DA SCHEGGIA



CITYBOARD



Ebury  
What borders?



EY



Enea

facebook



Google  
Internetowe Rewolucje



GPW



WYŻSZA SZKOŁA  
HUMANITAS



Katowice  
AIRPORT  
im. WOJCIECHA KORFANTEGO



KSSE  
Katowicka  
Specjalna Strefa  
Ekonomiczna



Lenovo



MAN



MAXWELL  
LEADERSHIP  
CERTIFIED TEAM



mBank



UNIWERSYTET  
WSB MERITO  
CHORZÓW KATOWICE



MM  
CARS  
RENTAL

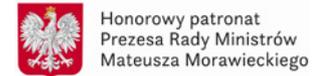


MOKATE  
— A Family Business —

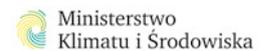


UNDER THE PATRONAGE OF:

HONORARY PATRONAGE:



INSTITUTIONAL PARTNERS:





RACIBÓRZ  
1217



Wojewódzki Fundusz Ochrony Środowiska  
i Gospodarki Wodnej w Katowicach



ZWIĄZEK BANKÓW POLSKICH

## MEDIA PARTNERS:



# #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



Convenient 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



CONGRESS ORGANISER



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.



**Health Business  
Innovations**



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



We look forward to working with you in organising the 13<sup>th</sup> edition of the European SME Congress

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

Tomasz Zjawiony

*President of the Chamber of Commerce and Industry (RIG) in Katowice*



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