



European Economic Forum – Lodzkie 2014

Lodz, 14-15 October 2014 r.

The two-day Forum will be organised from the **14th to the 15th October 2014**. The "European Economic Forum – Lodzkie 2014. In the centre of Poland, in the centre of Europe", referred to as EEF, will take place in the **four-star Double Tree by Hilton Hotel**, located in the very **heart of Lodz**.

www.forum.lodzkie.pl



**PROGRAM
REGIONALNY**
NARODOWA STRATEGIA SPÓJNOŚCI



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Day I

hour	Event
10:00 – 11:00	Opening ceremony 7th European Economic Forum
11:15 – 12:00	Plenary Session I – dedicated to the 10th anniversary of Poland's accession to the European Union
	Break
13:00 – 14:00	Official dinner/reception on the 10 th anniversary of Poland's accession to the European Union organised for VIPs, ambassadors and foreign delegations
11:15 – 13:00	<p>Plenary Session II – Energy science – building social awareness through civic and prosumer activities</p> <ol style="list-style-type: none"> 1. Dispersed civic energy science as a challenge for innovations in the construction industry 2. Competitiveness and innovation of the Polish economy against challenges of the climate policy 3. The construction industry and energy science in the process of sustainable development – energy system transformations, strategies for the future: <ul style="list-style-type: none"> • Low-energy building industry, the use of innovative construction materials • Energy certification of buildings • Energy optimisation in designing • Dispersed energy science, smart grids
14:00 – 16:00	<p>Salon/panel: Energy science, including renewable energy sources</p> <ol style="list-style-type: none"> 1. Development of coal-based technologies and Poland's energy safety 2. Investments in renewable energy sources in the context of current legal regulations 3. Smart City – implementing electric mobility
11:15 – 12:30	Plenary Session III – Poland's accession to the Euro Zone – pros and cons
12:30 – 16:00	<p>Salon/panel: Business, competition, cooperation, innovation</p> <ol style="list-style-type: none"> 1. Innovation, research and development <ul style="list-style-type: none"> • Funds from the EU's new financial framework as a source of financing innovative and R&D projects



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	<ul style="list-style-type: none"> • Areas prone to innovations What is it worth investing in? ICT segment, intelligent energy science, pharmacy and biotechnology, new materials and nanotechnologies • Supporting innovation through administration – effectiveness of tools • Cooperation between business and science Contradictions and good practices of overcoming them <p>2. European funding for enterprises and business-environment institutions for the years 2014-2020 as a source of financing innovative and R&D projects</p> <ul style="list-style-type: none"> - presentation of main assumptions of individual programmes - rules of providing support to enterprises within the following programmes: <ul style="list-style-type: none"> • Infrastructure and environment • Smart growth • Knowledge, Education, Development • Digital Poland <p>3. Investments from the upper segment</p> <ul style="list-style-type: none"> • Investments in R&D in Central Europe • Leading sectors • How to attract an investor interested in product development? Necessary conditions and incentives • The role of human resources in research and development investments "Higher quality" places of work
<p>11:15 – 13:00</p>	<p>Meetings of Trade Counsellors</p>
<p>15:00 – 16:00</p>	<p>Meetings of B2B Trade Counsellors</p>
<p>11:15 – 16:00</p>	<p>Salon/panel: China briefing – facts and myths</p>
<p>11:15 – 16:00</p>	<p>Salon/panel: Poland Africa</p>
<p>11:15 – 13:30</p>	<p>Poland – The Balkans (Bulgaria, Croatia, Romania and other) Summit</p>
<p>12:15 – 16:00</p>	<p>Connectiva</p>
<p>13:30 – 16:00</p>	<p>Salon/panel: Social entrepreneur as a business partner</p> <p>1. The role of social economy in the development of the Polish economy, conditions of good cooperation between business and social economy enterprises</p>



	<p>2. Development of cooperation between business and social economy enterprises in the Lodz region (examples of success stories), interactive presentations</p> <p>3. Accompanying events</p> <p>"Zakup Pro-Społeczny" (Prosocial Purchase) Certification for the best services and goods produced by social economy enterprises in the Lodz region, official presentation of certificates.</p>
14:00 – 16:00	1st International Science for Business Conference: Innovations for textiles, polymers and leather
15:00 – 16:00	Lunch
18:00 – 21:00	Official Gala Grand finale of the 11 th edition of the Economic Prize of the Lodzkie Province / winners nominated for the Economic Award of the President of the Republic of Poland

Day II

hour	event
10:00 – 11:00	Plenary Session I – Vocational education as a future of the European economy
	Break
11:30 – 14:00	<p>Salon/panel: Dual education – investments in personnel</p> <p>Introductory lecture: Professor Elżbieta Kryńska Ph.D., Institute of Scientific Research – Demand for vocational qualifications until 2020, Poland, Lodz Voivodeship</p> <ol style="list-style-type: none"> 1. European qualifications 2. Good practices
10:00 – 13:00	Salon/panel: Guild of Business Angels, start-up
10:00 – 13:00	Salon/panel: Innovative agriculture, agricultural and food processing



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Introductory lecture:

Competitiveness and attractiveness of Polish companies from the agricultural and food processing sector on foreign markets, with particular reference to the concept of the Polish food brand – Ministry of Agriculture and Rural Development.

Topics:

1. The concept of the Polish food brand abroad (the role of a consumer in increasing the competitiveness of Polish food and agricultural products. Promotion through quality of products).
2. Expansion and attractiveness of Polish companies from the agricultural and food processing sector on foreign markets (strengthening the process of organising farmers in producers' groups).
3. The role of new, efficient processes and innovative technologies, supporting perfection in research and cooperation in the scope of developing new products and processes in order to improve quality and safety of agricultural products.
4. Agricultural policy in the new financial framework for the years 2014 – 2020.

Break.

5. Food export strategy in the new financial framework for the years 2014 – 2020.

10:00 – 13:00

Salon/panel: Medicine, cosmetics, pharmacy

1. Market of medical services – challenges for the future
2. Presentation of good investment practices – how to be successful on the Polish and European market
3. Perspectives of professional career improvement from the perspective of a student

10:00 – 13:00

Salon/panel: Innovative textile industry and fashion industry

1. Modern textiles in health care and environmental protection
2. Biotechnologies for the textile industry
3. Innovative materials and textile technologies



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4. Life-cycle assessment (LCA)
5. Waste or raw material
6. Certification of goods as a way to achieving market success / health protection
7. Trademark and industrial design protection, legal issues connected with fashion

10:00 – 13:00

Salon/panel: BPO

1. Lodz/Lodzkie region on the European map of outsourcing locations

Accompanying events:

Signing an agreement between CEE countries /Poland, the Czech Republic, Latvia, Lithuanian, Estonia, Ukraine/ with regard to the joint promotion of Central and Eastern Europe as the best global location for BPO/ITO centres

10:00 – 13:00

Salon/panel: IT/ICT

DYSANT's introductory presentation on fundamental challenges in the world of business applications and how the Marshal Office of the Lodz Voivodeship copes with them

1. Integrated systems yesterday and today.

Discussion:

- what problems companies and institutions have today in connection with the multitude of IT systems
- what challenges the multitude of communication channels bring
- how the proportion of an increasing number of needs in relation to shorter deadlines of IT projects changes
- what role standards in IT should play
- what role system/data architecture should play
- what actually creates IT costs (what CAPEX and OPEX are in IT projects)
- why the strategy of user adaptation is so important

2. Social communication – the power of sharing.

Discussion:

- how the manner of communication and coping with information among "our employees" of the older and younger generation differs
- is knowledge the archive of everything and about everything
- what social communication has in common with community portals
- are we going to be flooded with a wave of useless information in the times of the Internet of things
- what is the key to effective coping with work with information in a group
- how the biggest companies in world cope with these challenges



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	<p>3. Where are clouds heading? Discussion:</p> <ul style="list-style-type: none"> • what is the cloud and what are its types • how to treat data security in the cloud • what is the reason for the increasing popularity of cloud-based solutions • what are the entrance and exit costs • how can a "cloud-based" offer accelerate development of small enterprises • is the cloud for the "small" or for the "big" • will the cloud replace own server rooms • what does the cloud have in common with the dynamics of technological changes and the necessity to maintain competences
<p>10:00 – 13:00</p>	<p>Salon/panel: Information security and monetary values in a company</p> <ol style="list-style-type: none"> 1. Security and potential savings connected with cash transactions 2. Technical safety systems 3. Information security in a company 4. Access control and identification of employees in a company 5. Safety requirements connected with cash transactions 6. Biometrics on an everyday basis 7. Automation and safety 8. Hybrid monitoring
<p>13:00 – 14:00</p>	<p>Official closing ceremony</p>
<p>14:00 – 15:00</p>	<p>Lunch</p>
	<p>Accompanying events /proposals/:</p> <ol style="list-style-type: none"> 1. Presentation of a film entitled "CITES – pozwólmy im żyć" (CITES – let them live) for teenagers and students 2. Presentation of WFO films from Lodz – environmental protection, for teenagers and students 3. Austria days in the Lodz region
	<p>The presented programme is a working material and will evolve as a result of various consultations with partners and panelists.</p>





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