



OpenEyesEconomy



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BUSINESS CARDS EXCHANGE POINT
CATERING ZONE, LEVEL 1



THE NEXT EDITION 14-15 XI 2017

PROGRAMME

HOGENDOORN

POTOROCZYN

OKABE

HÜBNER

BIEDROŃ

PALACIO

CIMOSZEWICZ

MAJCHROWSKI

ROTFELD

NUÑO

BRZEZINSKI

HAHN

INGARDEN

ZMYŚLONY

AUDITORIUM HALL S1 – MAIN EVENT		
	Time	AUDITORIUM HALL
OPENING	10:00 – 10:10	prof. Jacek Majchrowski – The Mayor of Krakow
	10:10 – 10:20	Jacek Krupa – the Marshal of Malopolska Region
	10:20 – 10:40	Jarosław Gowin, PhD – Deputy Prime Minister, Minister of Science and Higher Education “From intelligent technologies to smart cities”
	10:40 – 11:00	Voice: prof. Marek Belka, PhD – former President of the National Bank of Poland, Deputy Prime Minister “Polish economy in insecure world”
	11:00 – 11:20	Voice: prof. Jacek Purchla, PhD – Krakow University of Economics, Director of the International Cultural Centre “Krakow in the European Core”
	11:20 – 12:00	Break
COMPANY – IDEA	12:00 – 12:20	VOICE: prof. Jerzy Hausner, PhD - Department of Public Economy and Administration, Krakow University of Economics, Chairman of the OEES Programme Committee Mateusz Zmysłony – OEES Creative Director “The future of the market economy”
	12:20 – 13:45	Inspirational session: “Open eyes economy – company prospective” Presentations (15 minutes each): SODEXO: Denis Machuel – Member of the Group Executive Committee UBER: Rob Khazzam – General Manager, Central and Eastern Europe UNILEVER: Joe Kuruvilla – VP Home and Personal Care, Central Eastern Europe VOX Group: Piotr Voelkel – Founder of the VOX Group, co-founder of SWPS University Comments (10 minutes): prof. Salvatore Babones – Associate Professor of Sociology, University of Sydney, Expert on global economic structure; Przemek Pohrybieniuk – Managing Director, ACCA Poland & Baltics
	13:45 – 15:00	Lunch

AUDITORIUM HALL S1 – MAIN EVENT

	Time	AUDITORIUM HALL
COMPANY – IDEA	15:00 – 16:05	Inspirational session (banking): “Value for the bank vs. value for the client” Presentations (15 minutes each): ING Bank Śląski: Brunon Bartkiewicz – CEO Citi Handlowy: Sławomir S. Sikora – CEO mBank: Cezary Kocik – Vice President of the Board Comments (10 minutes): Maria Wiśniewska – economist, sociologist, Warsaw University; former CEO of Bank Pekao, Maria Demertzis – Research Fellow at Bruegel – Brussels based economics think tank
	16:05 – 16:45	Slam battle: Krzysztof Kalicki, PhD – CEO of Deutsche Bank Polska S.A. vs. Andrzej Jakubiak – Financial Supervisory Authority “What should banks do to avoid losing their clients’ trust?”
	16:45 – 17:15	Break
COMPANY – IDEA	17:15 – 17:55	Slam battle: Małgorzata Rusewicz – CEO of the Commercial Chamber of Pension Funds vs. Antoni Kolek – Director of the ZUS CEO's Office “Future of capital pension funds in Poland”
	17:55 – 19:10	Inspirational session (insurance): “Voluntary retirement savings: the value for the economy – the value for the employee” Presentations (15 minutes each): PKO BP BANKOWY PTE S.A.: Ewa Małyszko – CEO Nationale-Nederlanden PTE S.A.: Grzegorz Chłopek – CEO Aviva PTE Aviva BZ WBK S.A.: Michał Herbich – CEO Comments (10 minutes): Agnieszka Chłoń - Domińczak - former Undersecretary of State in the Polish Ministry of Labour and Social Policy; prof. Wiktor Askanas – PhD, Vice-President of the Pension Fund of the New Brunswick Province, adjudicator of the Canadian Tribunal of Competition and Consumers, James Walsh – Policy Lead EU & International, Pensions and Lifetime Savings Association
S2 HALL	20:30 – 22:30	Concert: Pianohooligan & Guests

CHAMBER HALL S3 A – IN-DEPTH SESSIONS A

	Time	CHAMBER HALL S3A
STARTUP	15:00 – 15:20	Voice: Wojciech Burkot - Business Angel, start-up advisor "Start-ups vs corporations – who needs who?" – introduction
	15:20 – 16:25	In-depth session: "Start-ups vs corporations – who needs who?" Presentations (15 minutes each): Jarosław Królewski – Synerise S.A./AGH University of Science and Technology Jakub Turowski – Head of Public Policy for Poland & Baltics Facebook Igor Zachariasz – Startups and Ecosystem Leader in Alior Bank Comments (10 minutes): Bartosz Józefowski – Head Manager of Technology Incubator, Krakow Technology Park, Kamil Stanuch – Founder of KoalaMetrics Sp. z o.o.
STARTUP	17:15 – 17:55	Slam Battle: Bartosz Gola – Partner and Founder of Venture Capital SpeedUp Group vs Edwin Bendyk – "Polityka" Weekly "Startups – more pride or shame?"
TEAL ORGANIZATION	17:55 – 19:00	In-depth session: "Teal organization in the 21st century – management without hierarchy" Presentations (15 minutes each): Tomasz Misztal – CEO at KAMSOFT Podlasie sp. z o. o. Łukasz Kaliciński – founder and owner of NOTJUSTSHOP Jan Dirk Hogendoorn – project management trainer and consultant, Finex Comments (10 minutes): Zdzisław Kolmaga – co-founder of LeaNCe, couch, SCHENK INSTITUTE, professor Andrzej Blikle – Honorary Member of the Board and founder of Family Business Initiative

CHAMBER HALL S3 B – IN-DEPTH SESSIONS B

	Time	CHAMBER HALL S3B
LEGAL CULTURE	15:00 – 16:00	Discussion panel: "Compliance in law and business – new prospective on law application" prof. Mieczysław Pasowicz, MD PhD – Innovative Medicine Institute Aldona Pietrzak – Gessel Legal Advisors Office Rafał Holanowski – CEO, Supra Brokers SA Piotr Biernacki – V-ce President of the Board, Polish Association of Listed Companies Krzysztof Pakoński, PhD – General Auditor, Krakow City Hall Piotr Welenc – Director of Market Development, GRC Wolters Kluwer S.A.
COMPANY-IDEA	17:15 – 18:20	In-depth session: "How building relations with customers influences the corporation innovativeness" Presentations (15 minutes each): Mirosław Janik – CEO, Wincor Nixdorf Jean-Luc di Paola-Gallon – Valeo Group Corporate Vice-President, Sustainable Development and External Affairs Magnus Persson – Executive Vice-President Business Development, Skanska Comments (10 minutes): Piotr D. Moncarz – Adjunct Professor, University of Stanford, Chairman, US-Polish Trade Council, Roman Młodkowski – Onet Group

AUDITORIUM HALL S1 – MAIN EVENT		
	Time	AUDITORIUM HALL
INTERNATIONAL ORDER: BETWEEN VALUES AND INTERESTS	9:00 – 9:20	Voice: Adam Daniel Rotfeld – former Minister of Foreign Affairs in Poland “International Order: Between Values and Interests”
	9:20 – 9:40	Voice: Ian Brzezinski – Senior Fellow Atlantic Council of the United States, Former US Deputy Assistant Secretary of Defense for European and NATO policy “Geopolitical challenges to the West: 2017 and beyond”
	9:40 – 10:00	Voice: Paul H. Dembinski – Director of the Observatoire de la Finance at Geneve “International financial markets after a heart attack – from financial euphoria to economic order”
	10:00 – 10:20	Voice: Włodzimierz Cimoszewicz – former Prime Minister of Poland “The Future of Europe”
	10:20 – 11:00	Slam battle: prof. Danuta Hübner, PhD – Head of Constitutional Affairs Committee, European Parliament vs Ana Palacio – Former Minister of Foreign Affairs in Spain, Member of Spanish Council of the State “How can Europe face the refugee crisis?”
	11:00 – 11:40	Break
BRAND – CULTURE	11:40 – 11:50	Voice: Paweł Potoroczyn – former Director of Adam Mickiewicz Institute, SWPS University “Brand-Culture”
	11:50 – 12:55	Honorary Patronage: Jacek Krupa - the Marshal of Malopolska Region Inspirational session: “Brand = Culture, Culture = Brand” Presentations (15 minutes each): IKEA: Natalia Hahn – Deputy Sustainability Manager, IKEA Retail, Sweden SUHAB: José Ignacio Nuño – Director and founder of a Mexican enterprise – Suhab Edinburgh Festivals: Faith Liddell – former Director of the Edinburgh Festivals, University of Edinburgh Comments (10 minutes): Zuzanna Skalska – Head of Trends, designer, School of Form (Poznań), 360 inspiration, Małgorzata Bonikowska – CEO, THINKTANK – Centre for Dialogue and Analysis
	12:55 – 14:00	Lunch

AUDITORIUM HALL S1 – MAIN EVENT

	Time	AUDITORIUM HALL
CYBER-SAFETY	14:00 – 15:15	<p>Inspirational session: “Cybersafety and company – customer relations”</p> <p>Presentations (15 minutes each): PEKAO SA BANK: Adam Niewiński – Vice President of the Board Greenberg Traurig: Jarosław Grzesiak – managing partner Palo Alto Networks: Daniel Kollberg – Vice-President, Northern & Eastern Europe</p> <p>Comments (10 minutes): Mieczysław Groszek – Vice-President of Polish Bank Association, Katarzyna Szymielewicz – CEO, Panoptykon Foundation, Mariusz Zarzycki - Director of the IT Advisory Department, EY</p>
	15:15 – 15:50	Break
CITY – IDEA	15:50 – 16:10	Voice: prof. Akiko Okabe – architect, University of Tokyo “Inclusive City”
	16:10 – 16:20	Voice: Krzysztof Ingarden, PhD – the designer of ICE KRAKOW Congress Centre “Home of Open Eyes – the ICE”
	16:20 – 16:35	Voice: Jarosław Kozakiewicz – architect, Academy of Fine Arts in Warsaw “Revitalization of urban public space through art”
	16:35 – 17:40	<p>Inspirational session: “City-Idea”</p> <p>Presentations (15 minutes each): Poznań: Jacek Jaśkowiak – Mayor Łódź: Hanna Zdanowska – Mayor Lublin: Krzysztof Żuk – Mayor</p> <p>Comments (10 minutes): prof. Holger Magel – Honorary President of the International Federation of Surveyors, Spokesman of Working Group of German Academies for Rural Areas, Szymon Radziszewicz – Crito Consulting founder, advisor in Afghanistan Ministry of Finances, New York University</p>
CLOSING	17:40 – 18:00	Charles Landry – urbanist, writer, Director and co-funder of Comedia “Kraków – the city of ambitions”
	18:00 – 18:15	Summary of the OEES 2016: professor Jerzy Hausner, PhD – Chairman of the OEES Programme Council
Sala S2	21:00 – 22:30	Concert: Waglewski +

CHAMBER HALL S3 A – IN-DEPTH SESSIONS A

	Time	CHAMBER HALL S3A
CITY - IDEA	11:40 – 13:15	<p>In-depth session: “Design of urban space” Presentations (15 minutes each): Eindhoven experiences: Cees Donkers – urban designer from the Netherlands, founder of Architectural Center and QASE – urban studio Experiences of Iwano Frankiowski and Miskolc: Katarzyna Dorda – landscape architect, “Miasta Magazyn” Krakow experiences: Katarzyna Olesiak – Director of Cultural and National Heritage in the Municipality of Krakow Gorzow Wielkopolski Experiences: Jacek Wójcicki – City Mayor Warbud S.A experience: Grzegorz Koprowski – Director for South Region Comments (10 minutes): professor Czesława Frejlich – Department of Industrial Design, Academy of Fine Arts in Krakow, Hugh Droogh – Urban Planner, Partner Rothuizen Architecten Stendenbouwkundigen, Chairman of RDH Architects Urban Planners</p>
	15:50 – 17:10	<p>In-depth session: “Circular urban economy” Presentations (15 minutes each): Robert Biedroń – Mayor of Słupsk Peter Dortwegt – Quartermaster Manifesto Circular Buikslooterham, Amsterdam Mikael Lemström – VP Production, City Solutions, Fortum Henryk Kultys – CEO, Municipal Department of Sanitation in Krakow Comments (10 minutes): Joanna Kulczycka, PhD – AGH University of Science and Technology, Aneta Wilmańska – former Undersecretary of State in the Ministry of Environment</p>

CHAMBER HALL S3 B – IN-DEPTH SESSIONS B

	Time	CHAMBER HALL S3B
CYBER- -SAFETY	11:40 – 12:45	<p>In-depth session: “Cybersafety – problem of all of us?” Presentations (15 minutes each): Katarzyna Majewska – Member of the Board, City Handlowy Tomasz Matuła – Infrastructure and Cybersafety Director ICT, Orange Polska Rafał Jaczyński – Cybersafety Centre Leader, Central Europe, PwC Comments (10 minutes): Józef Sulwiński – Leader of IT Advisory Group, EY, Patryk Gęborys – Vice President of Cybersafety Centre Leader, Central Europe, PwC</p>
INFORMA- TION-IDEA	15:50 – 16:00	<p>Voice: Łukasz Lipiński – Analysis Director, Polityka Insight “How did the information become gold again?”</p>
	16:00 – 16:40	<p>Slam battle: Bogusław Chrabota – editor-in-chief Rzeczpospolita vs Marcin Olender – Public Policy and Government Relations Manager, Google “Will the new regulations help traditional media survive?”</p>
	16:40 – 17:45	<p>In-depth sessions: “How to make money on information in the digital era?” Presentations (15 minutes each): Vadim Makarenko – Department Director, BIQ Data, Agora Tomáš Bella – Executive Board Member, Dennik N Tomasz Machała – Managing Director, News and Business Department, Wirtualna Polska Comments: Justyna Jasiewicz, PhD – Warsaw University</p>

CONFERENCE HALL S4 – Q&A SESSIONS

Time	CONFERENCE HALL
15:00 – 16:05	Q&A in-depth session: Denis Machuel, Rob Khazzam, Joe Kuruvilla, Piotr Voelkel, Salvatore Babones, Przemek Pohrybieniuk Moderator: Mateusz Pawlak
17:15 – 18:15	Q&A in-depth session: Krzysztof Kalicki, Andrzej Jakubiak, Brunon Bartkiewicz, Sławomir S. Sikora, Cezary Kocik, Maria Wiśniewska, Maria Demertzis Moderator: Filip Kowalik

CONFERENCE HALL S4 – Q&A SESSIONS

Time	CONFERENCE HALL
11:40 – 12:55	Q&A in-depth session: Adam Daniel Rotfeld, Ian Brzezinski, Paul H. Dembinski, Włodzimierz Cimoszewicz, professor Danuta Hübner, Ana Palacio Moderator: Michał Kobosko
14:00 – 15:00	Q&A in-depth session: Natalia Hahn, José Ignacio Nuño, Faith Liddell, Zuzanna Skalska, Paweł Potoroczyn Moderator: Michał Kobosko
15:50 – 16:50	Q&A in-depth session: Daniel Kollberg, Jarosław Grzesiak, Adam Niewiński, Mieczysław Groszek, Mariusz Zarzycki Moderator: Michał Niewiadomski

PURCHLA

VOELKEL

GRZESIAK

SIKORA

CHŁOPEK

DI PAOLA-GALLONI

BENDYK

KULCZYCKA

SKALSKA

POTOROCZYN

KRUPA

HERBICH

JAKUBIAK

WALSH