

**Baltic Business Forum 2011:
"Europe: North, East - Business without borders"
Świnoujście - Heringsdorf
27-29 April 2011**

DAY I – 27 APRIL 2011

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|------------------------------|--|
| 08:00 – 12:00 | Registration of participants |
| 12:00 – 14:30 | OPENING SESSION – PAiiZ (Polish Information and Foreign Investment Agency) |
| 14:30 – 16:00 | Lunch break |
| 16:00 – 18:30 | PLENARY SESSION: ENERGY INFRASTRUCTURE |
| 20:00 | GALA DINNER |

DAY II – 28 APRIL 2011

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|------------------------------|----------------------------------|--------------------------------------|----------------------------------|
| | SPECIALIZED SESSIONS | | |
| 10:00 – 13:00 | Specialized Session - Panel 1 | Specialized Session - Panel 2 | Specialized Session - Panel 3 |
| | Financial Infrastructure | Telecommunications Infrastructure | Media Infrastructure |
| 13:00 – 15:00 | Break | | |
| | SPECIALIZED SESSIONS | | |
| 15:00 – 18:00 | Specialized Session - Panel 4 | Specialized Session - Panel 5 | Specialized Session - Panel 6 |
| | Legal Infrastructure | IT Infrastructure | Eastern Partnership |
| 18:00 – 20:00 | Break | | |
| 20:00 | Banquet | | |

DAY III – 29 APRIL 2011

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|-----------------------------------|--|--|----------------------------------|
| 10:00 – 12:00 | Specialized Session - Panel 7 | Specialized Session - Panel 8 | Specialized Session - Panel 9 |
| | Transport infrastructure | Ecology, Technology, Renewable Energy | Health Infrastructure |
| 12:00 – 13:00 | Coffee Break | | |
| 13:00 – 14:00 | PLENARY SESSION CLOSING | | |
| 14:00 – 19:00 | Transfers - railway stations, airports | | |

During the sessions, all participants are invited to the additional events of Baltic Business Forum 2011:

- Stand of Orange TP Group presenting the latest developments in the technologies of broadband Internet access - eServices.

- Matchmaking - place of making and exchanging contacts, sharing experience, bilateral meetings of entrepreneurs, participants of Baltic Business Forum 2011.

BBF AGENDA 27-29.04.2011

DAY I – 27 APRIL 2011

12:00 - 14:30

OFFICIAL OPENING, Inaugural Session – PAIIZ ((Polish Information and Foreign Investment Agency)

Dariusz Rosati – President of BBF Assotiation

Sławomir Majman – President of PAIIZ

14:30 - 16:00 - Break

16:00 - 18:15, Hall 1

ENERGY INFRASTRUCTURE:

Topics:

Energy security - politics and business; fuels of the future

- The Common European energy market
- EU energy policy.
- Polish energy policy
- Sources of energy - the prospect of real diversification.
- "Golden Age" of natural gas? Natural gas in the fuel balance.
- Small energy projects for energy security, poly-generation
- New technologies and nuclear power

Regulatory environment

- Changes in the business environment of energy companies - the labor market, regulatory and environmental requirements.
- Energy corridors, gas law
- Energy efficiency
- Stocking and delivery

20:00 – Gala dinner

DAY II - 28 APRIL 2011

10:00 - 13:00, Hall 1

FINANCIAL INFRASTRUCTURE. The financial markets as a mirror of the economic power of Europe.

Topics:

- Supervision of markets, banks and capital markets – The Cooperation in financial crisis with a particular role for the coordination and exchange of best practices between the ECB, NBP NBU.
- Cross-border solution stabilizing the financial market
- Systemic risk in cross-border financial holdings

- The role of the state-owned banks at times of increased economic risk and financial stability
- The activities of financial markets and institutions in Europe, North and East
- The financing of business investments - the stability of the banking sector and the government and EU support programs for finance investments and enterprise development
- The capital market as a place to build the credibility of companies and development finance.

10:00 - 13:00, Hall 2

TELECOMMUNICATION INFRASTRUCTURE: The development of broadband Internet and new technologies as a measure of the progress of civilization

Topics:

- The role of central and local government in the development of public access to the benefit of broadband Internet
- The development of e-services, especially e-government, as a measure of the development of modern State and the creation of Internet access needs.
- Program of public education - a guarantee for success in the development of the Information Society
- Activities related to the implementation of the Digital Agenda.
- Influence of the development of modern telecommunications services to the growth of capacity of telecommunications lines.
- Models of cooperation between the central and local governments in the infrastructure development
- Where should be directed state interventions on the existing telecommunications market ?
- EU funds from the Innovative Economy Operational Programme (Measure 8.3) directly targeted to municipalities and communities for activities related to digital exclusion
- Euro 2012 - an example of international cooperation and implementation of advanced data transmission services.

10:00-13:00, Hall 3

MEDIA INFRASTRUCTURE:

Topics:

- The role of media in the North-East regional policy
- Forming an opinion on economic cooperation by the media
- Opportunities and Challenges of the Eastern Partnership in the media
- The role of media in describing the economic crisis
- What kind of media are needed by a Business Without Borders?
- The dynamics of the development of media markets, especially the Internet.

13:00-15:00 – Break

15:00-18:00, Hall 1

Legal Infrastructure:

Topics:

- 1. The role of the State in supporting business processes - the expectations, possibilities, reality**
 - Forms of business support by the State - opportunities and barriers
 - Government agencies, diplomatic missions, organizations and associations
 - Legal framework for business support
 - Financial support for the project: Special Economic Zones, scientific and technological parks, tax exemption

- 2. Safety of commerce: money, information, know-how**
 - New technologies
 - Protecting intellectual property - patents and licenses
 - Threats to business in cyberspace: online banking
 - Legal Environment

- 3. Changes in legislation - implications for business**
 - changes in tax regulations (Ukraine, Poland, Kazakhstan,
 - changes in customs legislation (Russia, Belarus, Kazakhstan)

15:00-18:00, Hall 2

IT INFRASTRUCTURE: Innovative Europe - IT as a strategic advantage of the region in global competitiveness.

Speakers:

- Adam Góral -President, Asseco Poland
- Andrzej Dopierała (or Andrzej Gibas) – General Director, ORACLE Poland
- Grzegorz Rogaliński – General Director, SAP Poland
- Andrzej Kawiński – General Director, IMPAQ (or Michael A. Otto Partner IMPAQ AG)
- Marek Rotter – General Director, Microsoft Poland (or Tomasz Bochenek Director CEE Microsoft)

Topics:

- Hardware, software and organizational solutions as the basis for the implementation and operation of technologically advanced information systems to improve the management of enterprises and institutions
- Creating a European IT groups as a strategy for integration
- The competitiveness of European innovation and IT solutions for global markets
- The Future of IT solutions as a strategic factor for competitiveness: ERP, BPM, etc.
- Programs to support investments in IT
- Cross-border R & D projects in the IT sector for business
- Creating European centers of R & D as part of a regional strategy

15:00-18:00, Hall 3

EASTERN PARTNERSHIP PANEL:

First block (Foundation for Polish-Ukrainian Cooperation PAUCI):

Topics:

- Eastern Partnership as an instrument of the EU's eastern policy
- The structure and financing of the Eastern Partnership
- Eastern Partnership - a point of view of Poland and Germany
- Perception of the Eastern Partnership among countries of Eastern Europe
- Russia and the Eastern Partnership
- Eastern Partnership, civil society and democratic development in the region
- Bilateral and multilateral character of the Eastern Partnership

Second block:

Block specially prepared for business and entrepreneurs by the Ministry of Foreign Affairs of Poland

- Presentation regarding the political and economic aspects of the Eastern Partnership
- Presentation by the Polish Ministry of Economy on the Eastern Partnership
- Presentation on the funds for projects in the Eastern Partnership
- Presentation of businessman implementing the project, with the funds from the EIB / EBRD

20:00 – Banquet

DAY III – 29 APRIL 2011

10:00-12:00, Hall 1

TRANSPORT INFRASTRUCTURE:

Topics:

- Road transport - opportunities and barriers to development, investment opportunities in crisis, innovation in the market for road construction.
- Models of financing projects of road infrastructure - the existing and planned solutions.
- Road transport - opportunities and barriers to development, investment opportunities in crisis, innovation in the market for road construction.
- Rail transport as an alternative to road transport, as the potential for mass transport and intermodal opportunities for the development and the necessary investments.
- Maritime transport - Baltic Sea as a gateway to Europe, North and East.
- The concept of development of sea routes - motorway of the sea. EU aid programs for the maritime transport sector.
- Air Transport - Proposals for the business. Mergers and acquisitions.

10:00-12:00, Hall 2

ECOLOGY, TECHNOLOGY, RENEWABLE ENERGY PANEL

Topics:

- The role of public funds in support of innovation management - Operational Programme Innovative Economy.
- Transfer and implementation of technology: science and business.
- Research and development of new technologies.
- Infrastructure for R & D.
- Capital for innovations
- Investments in innovative projects.
- Diffusion of innovations.
- Information Society - Information Economy.
- Modern green technologies - GreenEvo - Green Technology Accelerator
- Energy efficiency
- Renewable energy sources

10:00-12:00, Hall 3

INFRASTRUCTURE FOR HEALTH PANEL

Topics:

The directions of expansion of the pharmaceutical sector - trends and prospects

- Dynamic changes in the market for generic drugs and innovative - mergers and acquisitions as an accumulation of forces in the fight for market position
- The expansion into Eastern Markets or a stable investments in Western Europe - trends and prospects.
- The role of the state in supporting innovations in the pharmaceutical sector in the EU member states and eastern countries;
- Two sides of the coin - direct distribution versus parallel import and export; distribution to eastern markets
- Threats to the EU and east pharmaceutical market - counterfeiting of medicines, the role of the Internet
- The new reality in the pharmaceutical industry as early as 2012
- The prospect of a Community Patent and its impact on investment
- Thin boundary of abuse of dominant position and anticompetitive activities in the market for pharmaceuticals - the directions of antitrust proceedings

12:00-13:00 – Break

13:00-14:00, Hall 1

ENDING PANEL