



20-22 SEPTEMBER 2017

Radisson Blu
Baltic Park Molo
72-600 Świnoujście

ORGANIZER:



PATRONAGE:



CO-ORGANIZERS:



Baltic Business Forum for the 9th consecutive time invites experts, business, administration and NGO's representatives from over a dozen of countries from Europe and Asia.

Guests each year include: elected as well as former **Presidents, Prime Ministers, Ministers**, Heads of governmental agencies, diplomats and local governors, but most of all, **numerous entrepreneurs**.

POWER FOR PROGRESS – ENERGIA DLA ROZWOJU!

We are modifying the formula of the Forum!

Most of discussions will show a number of case studies. We think that practice verifies theory best.

We will reveal successful projects but we will also stress out mistakes that prevented ambitious plans from fruition. We will give you **POWER FOR PROGRESS!**

DURING BALTIC BUSINESS FORUM 2017:

GUEST OF HONOR:
SWEDEN

**6 UNIQUE
AGENDA BLOCKS**

BUSINESS+
INVESTMENTS/ENERGY
DEFENSE/SCIENCE/MEDICINE
CULTURE

INTERNATIONALLY

We expect C-level managers from over a dozen countries from Europe and Asia to attend BBF 2017. Entrepreneurs from Sweden, Ukraine, Bulgaria, Germany, Turkey, Kazakhstan and Georgia have already announced their participation.

BALTIC BUSINESS & CULTURE

In 2017 we have come up with a few attractions for a wider audience, at the junction of business, culture and medicine.

AGENDA

20-22 SEPTEMBER 2017

DAY I
20 SEPTEMBER



BLOCK I

BUSINESS & INVESTMENTS



BLOCK II

BUSINESS & ENERGY

**10:00-
12:00**

GUEST REGISTRATION

**12:00-
13:30**

OPENING SESSION

Sweden, Ukraine, Poland before the V Eastern Partnership Summit in Brussels. Policies, economy, human relations - achievements balance and future challenges.

**13:30-
15:00**

SESSION I

Marketing excellence or how to utilize and secure assets best in expansion to new markets.

SESSION I

Power for change in public areas, a human face of business - corporate social responsibility.

**15:00-
16:00**

LUNCH

**16:00-
17:30**

SESSION II

North, an attractive direction for southern products. South, a place to expand northern quality. N-S transport corridor.

SESSION II

Electromobility, plan for a million automobiles for the environment or a plan to protect labor in the mining industry in Poland?

**17:30-
18:00**

COFFEE BREAK

**18:00-
19:30**

SESSION III

ABB region (Adriatic-Baltic-Black Sea) - interesting market for global construction companies?
-case study: Skanska

SESSION III

How to bring "black gold" and Renewable Energy Sources in rapidly changing realities and stay competitive.

**21:00-
00:00**

EVENING GALA: HONORED GUEST - SWEDEN

DAY II
21 SEPTEMBER



BLOCK I
BUSINESS & DEFENSE



BLOCK II
BUSINESS & ICT

10:00-11:30

SESSION I
 War in cyberspace - increasing threat of cyberattacks- modern defense

SESSION I
 Innovation - key to economic growth or a gateway to investment funds?

11:30-12:00

COFFEE BREAK

12:00-13:30

SESSION II
 ABB region defense industries cooperation potential - Swedish defense industry portfolio.

SESSION II
 How to start a start-up - from theory to practice. Hard and soft landings in business based on innovations

13:30-15:00

SESSION III
 Is this a beginning of a slow and painful death of the Schengen zone? Is open-door policy in the face of mass migration even still possible?

SESSION III
 At the junction of science and business - about benefits and threats of cooperation through case studies.

15:00-16:00

LUNCH

16:00-20:00

WORKSHOPS

21:00-00:00

EVENING GALA: HOSTS

DAY III
22 SEPTEMBER



BLOCK I
BUSINESS & MEDICINE

**10:00-
11:30**

SESSION I

Medical tourism and public-private healthcare - a chance for Polish public healthcare or a lucrative opportunity for external service providers?

**11:30-
13:00**

SESSION II

Should public healthcare be economically viable? How to keep a certain standard of services along with wide availability? case study: Poland, Sweden, USA.

**13:00-
13:30**

OFFICIAL FORUM CONCLUSION

**13:30-
14:00**

LUNCH



BLOCK II
BUSINESS & CULTURE

SESSION I

Can culture be a national product? - case study Swedish literature, design.

SESSION II

Sharing economy - can we change our state of mind with some work at the core? Benefits of shared economy.

PARTNER OFFER

Baltic Business Forum enables Partners to reach their stakeholders with contextual information about their products and/or services but also a great number of external entrepreneurs, managers, local governors and opinion leaders.

In consideration of our Partners needs we have created four different sponsor packages. Should all those proposals not fulfill your needs, we will be happy to develop an individual offer suiting your particular preferences.

| PACKAGE | PRICE PLN NET |
|--------------------|---------------|
| Strategic Partner | 150 000 |
| Main Partner | 75 000 |
| Supporting Partner | 40 000 |
| Partner | 20 000 |

STRATEGIC PARTNER 150 000 PLN NET

Partner Logo Display

- In conference promo materials (folder, agenda)
- On BBF website (logo hyperlink)
- On LCD displays in conference center foyer
- On display in front of the conference center
- On BBF Facebook profile
- On selected outdoor ads

Display and distribution of Partner promo materials

- Promo materials to giftpacks (leaflet/folder etc.)
- Roll-up during evening galas x2
- Roll-up during session of choice (plenary excl.) x2
- Roll-up during plenary sessions x2

Session participation and promo stands

- Plenary session speaker participation
- Session speaker participation (plenary excl.)
- Case study presentation during one session of choice (plenary excl.)
- Promo stand in conference center foyer
- Promo stand during evening galas
- One day dedicated showroom for B2B meetings (pre-organised)

Ads in printed Forum materials

- Ad in conference Agenda 1 page

Promo videos display

- 30 s video in conference center foyer
- 30 s video before selected session (plenary excl.)
- 30 s video before plenary session

Invitations to evening galas x8

MAIN PARTNER 75 000 PLN NET

Partner Logo Display

- In conference promo materials (folder, agenda)
- On BBF website (logo hyperlink)
- On LCD displays in conference center foyer
- On display in front of the conference center
- On BBF Facebook profile

Display and distribution of Partner promo materials

- Promo materials to giftpacks (leaflet/folder etc.)
- Roll-up during evening galas x1
- Roll-up during session of choice (plenary excl.) x2
- Roll-up during plenary sessions x1

Session participation and promo stands

- Plenary session speaker participation
- Session speaker participation (plenary excl.)
- Case study presentation during one session of choice (plenary excl.)
- Promo stand in conference center foyer

Ads in printed Forum materials

- Ad in conference Agenda 1/2 page

Promo videos display

- 30 s video in conference center foyer
- 30 s video before selected session (plenary excl.)

Invitations to evening galas x4

SUPPORTING PARTNER 40 000 PLN NET

Partner Logo Display

- In conference promo materials (folder, agenda)
- On BBF website (logo hyperlink)
- On LCD displays in conference center foyer
- On display in front of the conference center
- On BBF Facebook profile

Display and distribution of Partner promo materials

- Promo materials to giftpacks (leaflet/folder etc.)
- Roll-up during evening galas x1
- Roll-up during session of choice (plenary excl.) x2

Session participation and promo stands

- Session speaker participation (plenary excl.)
- Case study presentation during one session of choice (plenary excl.)

Ads in printed Forum materials

- Ad in conference Agenda 1/4 page

Promo videos display

- 30 s video in conference center foyer

Invitations to evening galas x2

PARTNER 20 000 PLN NET

Partner Logo Display

- In conference promo materials (folder, agenda)
- On BBF website (logo hyperlink)
- On LCD displays in conference center foyer
- On display in front of the conference center

Display and distribution of Partner promo materials

- Promo materials to giftpacks (leaflet/folder etc.)
- Roll-up during evening galas x1
- Roll-up during session of choice (plenary excl.) x1

Invitations to evening gala x1

PARTNERS 2009-2016



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MEDIA 2009-2016

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PATRONS 2009-2016



WE WELCOME YOUR COOPERATION!

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