



# DEFENCE INDUSTRY INNOVATION

OBRONNOŚĆ **DEFENCE**  
PRZEMYSŁ **INDUSTRY**  
INNOWACJE **INNOVATION**

KRAKÓW **CRACOW**  
LISTOPAD **NOVEMBER**  
23.11.2018






Our Association is known as the Organizer of the Baltic Business Forum- conference aimed at strengthening economic cooperation in the ABB region - Adriatic-Baltic-Black Sea. 10 annual meetings of business and politics from countries of the region have been organized in Świnoujście, at the Polish seaside. We have debated on building infrastructure corridors for the North-South axis, sovereignty and energetic co-dependence of some countries in the EU, support for Polish exports to new, perspective markets. During the BBFs we have been seeking common goals, areas of cooperation and partnership. This is how the idea for common european need for safety emerged. We have added industrial cooperation and innovation in the defence sector to the content. On the 23rd of November we would like to invite you to the Cracow Academy under the patronage of Andrzej Frycz-Modrzewski.



*Jacek Piechota*

Chairman ENEIA

Europe of common values or common interests? This question is frequent as of late. The triad: DEFENCE-INDUSTRY-INNOVATION shows us that the EU still lives! With constant care for european values we can still fill the needs of enterprises and their employees in the defence sector. Those large, medium or even the smallest ones. Why Cracow? Just like one of the great european politicians once said: "Cracow lies at the centre of Europe".



*Damian Szymczycha*

Deputy Chairman ENEIA



## ABOUT THE PROJECT:

In November 2016 the European Defence Action Plan has been announced.

In June 2017 the European Committee founded the European Defence Fund. A budget of 13 bln EUR is projected.

In May 2018 the European Defence Industrial Development Plan (EDIDP) has been confirmed by the Council.

innovation



industry

defence



## ABOUT THE PROJECT:

EDIDP in 2019-2020 will hold approx. 500 million EUR to co-fund R&D processes concerning military applications.

Is the EU “going to war”? Maybe EU will compete with NATO?

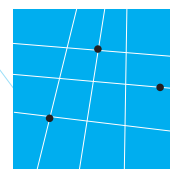
The EU wants to be a vital part of the responsibility for the safety of Europe. This is mainly why the EU aims at a better utilization of its defence industry capabilities.

This potential can be put to a better use. In the EU over 80 % of public orders and over 90 % of R&D projects in defence sector are implemented at a national level.

We have 17 different types of tanks in the EU, in the US it is just one. In Europe, there are more helicopter producers than governments holding funds for their purchase.

**Conference “Defence, Industry, Innovation - new EU policies” will show opportunities arising for the European defence industry.**

**Participation of Prof. Jerzy Buzek, Chairman of the Industry, Scientific Research and Energy Committee to the European Parliament, high representatives of the European Commission, Polish government and Parliament, Guests from the V4 Plus group will surely make the discussion on the need for cooperation, innovation and safety the more interesting.**



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## AGENDA (1/2):

23 NOVEMBER 2018

09:00-10:00

### REGISTRATION AND WELCOME COFFEE

10:00-10:30

### CONFERENCE INAUGURATION

President of Cracow **prof. zw. dr hab. Jacek Majchrowski**  
HM Rector of Cracow Academy **prof. zw. dr hab. Jerzy Malec**

10:30 - 11:30

### DEBATE: New EU policies vs. NATO participation. Synergy or rivalry?

**Prof. Jerzy Buzek** – President of the Committee on Industry, Research and Energy of the European Parliament  
**MP Bogdan Zdrojewski** – Subcommittee on Security and Defense of the European Parliament  
**MP Michał Jach** – Chairman of the National Defense Committee of the Sejm RP  
**Pani Joanna Janiszewska –Osica** – Head of the Department of Defense Industries and Export Control, Department of Security Policy, Ministry of Foreign Affairs of the Republic of Poland  
**Gen. (r), prof. nadzw. dr Mieczysław Bieniek** – Faculty of Security Sciences, Cracow Academy A. Frycz-Modrzewski

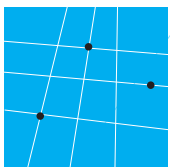
11:30 - 12:30

### DEBATE: New EU funding for defence applications - benefits for the industry. EDIDP - a chance for the V4 Plus Group. Presentation of the EDIDP.

**Maciej Szymański** – Policy officer, Unit Defence, DG GROW, European Commission  
**Zbigniew Skrzyński** – Chief Specialist, International Defense Industry Department, Department of Trade and International Cooperation, Ministry of Entrepreneurship and Technology of the Republic of Poland  
**Karina Głapka** – Chief Specialist, Cooperation with Industry, Department of Defense Policy, Ministry of National Defense  
**Krzysztof Krystowski** – Vice President, Leonardo Helicopters, WSK Świdnik

12:30 - 13:00

### COFFEE BREAK



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## AGENDA (2/2):

23 NOVEMBER 2018

13:00 - 14:00

**PANEL DISCUSSION:** SMEs in the European defence „net”. How to create cohesion and synergy between different EU policies concerning SMEs? Meaning of the „dual-use technology”.

**Prof. dr hab. Inż. Maciej Chronowski (tbc)** – Director of the National Center for Research and Development

**Paul Anciaux** – Policy Officer, Defence Industry, European Commission, DG for Internal Market, Industry, Entrepreneurship and SMEs

**Jan Pawelec** – Director, Department of Trade in Sensitive Goods and Technical Safety, Ministry of Entrepreneurship and Technology of the Republic of Poland

**Prof. Adam Gierek** – Member of the European Parliament, Committee on Industry, Research and Energy

14:00 - 15:00

**PANEL DISCUSSION:** Case studies - non-coincidental good practices.

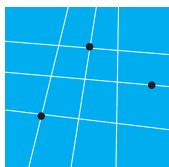
**Michał Wierciński** – Office Director, Office of Space and Satellite Technologies, Polska Grupa Zbrojeniowa S.A.

**Rafał Pierzchalski, Maciej Stoczkiewicz** – PROTEO S.C., Łódź

**Robert Fintak** – Chairman of the Board, TERRAHEXEN, drone detection and neutralization systems

12:30 - 13:00

**SUMMARY, GOODBYE LUNCH**



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# THE PLACE:

CRACOW ACADEMY UNDER THE PATRON-  
AGE OF ANDRZEJ FRYCZ-MODRZEWSKI

**Largest non-public academy in Małopolska** - offers 23 courses of study - incl. MBA studies in cooperation with the University of Bedfordshire (UK).

**International offer** - Cracowa Academy hosts over 10 000 students with over 2000 international students.

**Faculty of Security Sciences** - founded in 2007, it enables its graduates to effectively cope with increasing civic and security threats.

**Faculty includes people who post management positions in institutions responsible for safety, security, special forces, on a national and international level.** Such as: gen. prof. nadzw. dr Mieczysław Bieniek, gen. bryg. prof. zw. dr hab. inż. Janusz Krecikij, gen. broni Edward Gruszka, płk. GS prof. zw. dr hab. inż. Michał Prużinski, gen. dyw. dr Cezary Podlasinski, gen. bryg. mgr Bogdan Tworowski, gen. bryg. mgr Jerzy Gut.



## HOW TO REACH US:

DEFENCE, INDUSTRY, INNOVATION conference is organized in cooperation with the Cracow Academy under the patronage of Andrzej Frycz Modrzewski.

The Academy is housed at a modern campus with multiple conference halls, a television and radio studio and catering capabilities.

The campus is situated at a 10 minute walk from the Grzegórzecki (Kotlarski) roundabout, Kampus jest zlokalizowany w odległości 10 minut pieszo od Ronda Grzegórzeckiego (Kotlarskiego), Bohaterów Getta Plaza, Powstańców Wielkopolskich St. It is also available through public transport - 128 bus line or 11 & 20 tramways.



### ADDRESS:

Gustawa Herlinga-Grudzińskiego 1, St.  
30-705 Cracow  
GPS: N: 50°3'5" E: 19°57'49"

## OUR EXPERIENCE

16 COUNTRIES  
VISITING

850 OVER  
SPEAKERS

3750 OVER  
ELITE GUESTS

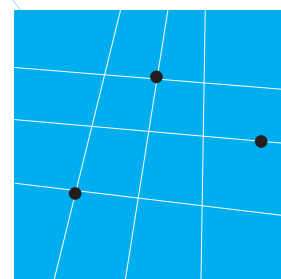
270 OVER  
PARTNERS

11600 OVER  
MINUTES OF DEBATES

2150 OVER  
C-LEVEL MANAGERS

50 OVER  
MEDIA PATRONS

22  
BANQUETS



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# COOPERATION OFFER

We have prepared a few sets of available promotional services for the **DEFENCE, INDUSTRY, INNOVATION** conference aimed directly at the needs of our Partners.

Services include different forms of logo exposure, exhibition opportunities at promo stands and showrooms or distribution of your promo materials at the event. Higher sponsor packages include an option for your representatives to perform in session, presenting your business in an expert, content-based manner. Your speaker will be surrounded by prominent experts from Poland and all around the world.

We are always doing our best to stay up-to-date. Our promo services are implemented using mostly digital solutions. We are minimizing printouts, graphic services are done on the spot, without the need to outsource, making your experience the more satisfying.

During our events you are able to present your business on several dozen large displays. Higher packages offer dedicated mobile displays, in the most valuable spaces, full of your content.

# PLATINUM PARTNER

## 30000 PLN NET

### LOGO DISPLAY

- logo in promo materials
- logo on www of the conference [www.eneia.pl](http://www.eneia.pl)
- logo on all LED displays during the event
- logo on sponsor display in front of the conference center
- logo on ENEIA facebook and LinkedIn profiles

### DISPLAY AND DISTRIBUTION PARTNER MATERIALS

- dedicated mobile LED display in conference foyer with Partner's content
- roll-up display - in conference foyer
- promo materials in infokiosks and at the reception desk

### PERFORMANCE IN SESSION

- option to perform in a chosen debate during the conference
- option to present a case study as part of the performance

### PARTNER ADS

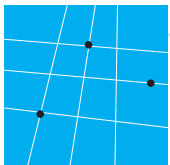
- AD in conference Agenda - 1 page (digital agenda - PDF)
- AD display on all LED displays on the conference

### VIDEO DISPLAY

- 30 s video display in the conference foyer

### INVITATIONS

- 2 invitations free of charge for guests appointed by the Partner



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# GOLDEN PARTNER 20000 PLN NET

## LOGO DISPLAY

- logo in promo materials
- logo on www of the conference [www.eneia.pl](http://www.eneia.pl)
- logo on all LED displays during the event
- logo on sponsor display in front of the conference center

## DISPLAY AND DISTRIBUTION PARTNER MATERIALS

- dedicated mobile LED display in conference foyer with Partner's content
- roll-up display - in conference foyer
- promo materials in infokiosks and at the reception desk

## PERFORMANCE IN SESSION

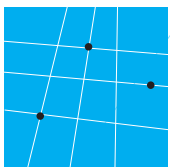
- option to perform in a chosen debate during the conference

## PARTNER ADS

- AD in conference Agenda - 1/2 page (digital agenda - PDF)
- AD display on all LED displays on the conference

## INVITATIONS

- 1 invitation free of charge for guest appointed by the Partner



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## SILVER PARTNER 10000 PLN NET

### LOGO DISPLAY

- logo in promo materials
- logo on www of the conference [www.eneia.pl](http://www.eneia.pl)
- logo on all LED displays during the event
- logo on sponsor display in front of the conference center

### DISPLAY AND DISTRIBUTION PARTNER MATERIALS

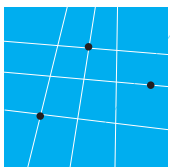
- roll-up display - in conference foyer
- promo materials in infokiosks and at the reception desk

### WYSTĄPIENIA W PANELACH

- możliwość udziału Partnera w wybranej sesji podczas konferencji

### PARTNER ADS

- AD in conference Agenda - 1/4 page (digital agenda - PDF)



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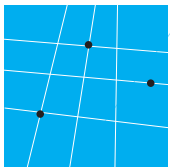
## PARTNER 5000 PLN NET

### LOGO DISPLAY

- logo in promo materials
- logo on [www](http://www.eneia.pl) of the conference [www.eneia.pl](http://www.eneia.pl)
- logo on all LED displays during the event
- logo on sponsor display in front of the conference center

### DISPLAY AND DISTRIBUTION PARTNER MATERIALS

- roll-up display - in conference foyer
- promo materials in infokiosks and at the reception desk



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## DO-IT-YOURSELF OFFER

Should none of our prepared packages fulfill your needs, we are offering a tailored solution according to even the most sublime needs.

Standard promo services available through packages can be mixed any way possible - we will estimate every set of options individually.

We love challenges. If you have an interesting idea, might even seem crazy, please let us know. We will gladly see what we can do and get back to you! We are here to make your dreams possible!

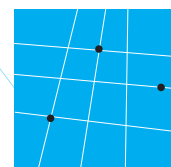
CHOOSE YOUR  
DESTINY



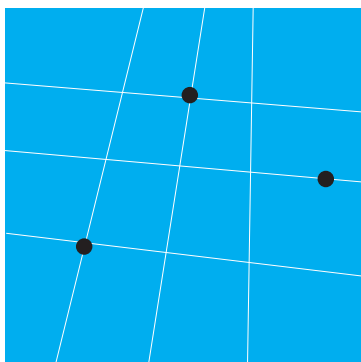
SEND IT TO  
[DIY@ENEIA.PL](mailto:DIY@ENEIA.PL)



IN MAX. 48H  
GET YOUR PRICES  
AND AGREEMENT  
PROPOSAL



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ZAPRASZAMY DO WSPÓŁPRA-  
WE WELCOME YOUR COOPERATION!

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