



22–26.06.2026

University of Economics
in Katowice | Poland

22.06.2026 | Monday

19:00–21:00 Welcome drink [Kasztel Food & Friends](#)
(18:00 Meeting Point for those who want to travel together by tram - in front of [Silesian Theatre](#))
See: [How to use public transport in Katowice](#)

23.06.2026 | Tuesday - International B4EU Conference

**“Transforming regions for
a Sustainable and Beautiful Europe”**

08:00–08:45 Registration [Building A](#)
09:00–10:00 Opening of the BAUHAUS4EU Green Campus (group photos) [Patio, Building A](#)
10:00–11:00 Coffee break - networking [Level 4, Building A](#)

11:00–11:30 **Official opening of the conference** [Auditorium, Building A](#)
(event language: English)
Welcome by representatives of governmental, regional, city, and university authorities

11:30–12:15 **Keynote speeches**
30 years of securing jobs and enabling innovation in the industrial heartland of Poland
Rafał Żelazny, President, Katowice Special Economic Zone
Silesia: the story of transition
Marcin Nowak, Chief Operating Officer, DL Invest Group

12:15–13:00 **Fireside chat**
Moderated expert discussion with representatives of business, the innovation ecosystem, academia, and the audience
Anna Ossowska, EMEA Division Operations PC&L Manager, Faurecia
Anna Jedynak-Rykała, Vice-President, TAURON Zielona Energia
Lubomira Murray, Partner, CEE Alternative Delivery Models Leader, PwC

Moderator: Marcin Baron, Assistant Professor, University of Economics in Katowice



13:00–13:45

Panel 1: University alliances as game changers in the European Higher Education Area (EHEA) - Insights from new and experienced alliances

Magdalena Sikorska, Secretary General, EUNICE Alliance
Tonia Schmitz, Secretary General, BAUHAUS4EU Alliance
Agata Mannino, Coordinator, Across Alliance
Christine Fernandez-Maloigne, Head of the international section, Atypie-Friendly

Moderator: Katarzyna Aleksy, Director of the Higher Education Programmes Department, FRSE

13:45–15:00

Lunch and coffee break - networking

[Level 4, Building A](#)

15:00–15:15

Photography contest award ceremony

15:15–16:15

Panel 2: What kind of university does Europe need today? Insights from global, regional and student perspectives

Maurizio Tira, Full Professor of Urban and Regional Planning, University of Brescia
Amir Asif, Vice-President for Research & Innovation, York University
Erika Augustinsson, innovation strategist, Region Blekinge
Student Council Representative

Moderator: Celina Olszak, Rector, University of Economics in Katowice

16:15–16:30

Official closing of the conference

19:15

Bus departure from UEKat campus for dinner

[UEKat Parking](#)

20:00

Gala Dinner (formal attire encouraged)

[Wilson Shaft](#)

24.06.2026 | Wednesday - project work and integration day

08:45–09:45

Presentation of progress and action plans in the BAUHAUS4EU project by Tonia Schmitz, Secretary General

[Auditorium, Building A](#)

09:45–11:30

Regional workshop

[208, Building A](#)

11:30–12:00

Coffee break

[Level 5, CNTI](#) or
[Level 4, Building A](#)

12:00–13:30

Regional workshop

[208, Building A](#)

13:30–15:00

Lunch and coffee break - networking

[Level 5, CNTI](#) or
[Level 4, Building A](#)

15:00–16:30

Integration workshop

[1, Building B](#)

16:30–17:30

Poster session

[CNTI Lobby](#)

17:30

Free evening/cultural walk around Katowice city - opportunity for integration in smaller inter-WP teams (a list of potential places to book will be provided)



25.06.2026 | Thursday - project work and integration day

09:00–11:00	Presentation and Q&A sessions on Communication Tools (WP11) and Digital Platform (WP2) including introduction of the subcontractor	Auditorium, CNTI
11:00–11:30	Coffee break	Level 5, CNTI or Level 4, Building A
11:30–13:30	Academic Council meeting	2/17, Rector's Office
13:30–15:00	Lunch and coffee break - networking	Level 5, CNTI or Level 4, Building A
15:00–16:30	Cultural Transformation workshop	426, Building A
16:30–17:30	Polish crash course	307, Building B
19:00	Global Village & Official Closing of the Forum	CNTI Lobby

(participants from each country prepare a stand presenting elements of their culture, e.g. traditional food, drinks, clothing or souvenirs – feel free to bring items from your home country; fridge space will be available).

26.06.2026 | Friday - departure day

09:00	Optional trip to Kraków	UEKat Parking
18:00	Departure from Kraków	