



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

08:45–09:45

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

[Auditorium, Building A](#)

09:45–11:00

Advisory Council meeting

[Rector's Office 2/17](#)

11:00–11:30

Coffee break

[Senate Room](#)

11:30–12:30

Advisory Council and Presidents` Council meeting

[Senate Room](#)

12:30–13:00

Departure for the city centre

[Parking, Rector's Office](#)

13:00–14:00

Meeting with the Mayor of Katowice (and Department for Strategic Investors)

[Goldstein Villa](#)

14:00–14:30

Departure for lunch

14:30–16:30

Lunch

[La Cantina](#)

16:30–17:30

Departure to the Katowice city centre



Should members of the Advisory Council decide to extend their stay we would love to host them and adjust the agenda for the remainder of the week.

25.06.2026 | Thursday

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	Possibility of meeting with the Management team and joining the meetings of selected B4EU Task Groups to discuss: <ul style="list-style-type: none">- Joint Education Programs- Innovative Pedagogies- Regional Collaboration- Seamless Mobility- Cultural Transformation- Quality Assurance- Communication and Dissemination Activities	
13:30–15:00	Lunch and coffee break - networking	Level 5, CNTI or Level 4, Building A
15:00–16:30	Possibility of a Cultural Transformation workshop	426, Building A
16:30–17:30	Possibility of a 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	