



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 (event language: English) Welcome by representatives of governmental, regional, city, and university authorities	Auditorium, Building A
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](#)