



THE DRAGON WAKES

6th ASPIRE ANNUAL CONFERENCE | 11th - 12th May 2016
ICE Kraków Congress Centre

PROGRAMME DAY I

11th May 2016

10 a.m. - 1 p.m.

1 p.m. - 6 p.m.

5 p.m. - 10:30 p.m.



10 a.m.

ASPIRE 4 KIDS

WHAT WILL THE CITY OF THE FUTURE LOOK LIKE?

Lecture and workshops for school children by ASPIRE members

3 hr

Participating companies:

Akamai
Cisco
IBM
Ocado
Sabre

1 p.m.

REGISTRATION & NETWORKING

- Please note we will be serving coffee and light refreshments during registration.
- This is an opportunity to have a first look at our exhibition pavilions

1 hr

2 p.m.

CONFERENCE OPENING: INTRODUCTION AND WELCOMING ADDRESS

by
Andrew Hallam, General Secretary, ASPIRE
Jacek Krupa, Marshal of the Małopolska Region
and **Lukasz Cioch** - Master of Ceremonies

20 min

THE DRAGON WAKES - OPENING PLENARY

GOING FROM GOOD TO GREAT QUALITY, COST AND NEW TECHNOLOGY

by
John Straw, Technomist, digital advisor to McKinsey and IBM, author of iDisrupted
Prof. Ilan Oshri, Director, Global Sourcing & Services, Loughborough School of Business & Economics
Balazs Fejes, SVP & Co-Head, Global Business, EPAM

1 hr

Moderated by **Romek Lubaczewski**, Partner, PwC
and **Eoin McCoy**, Country Manager, IG Poland

THEMES DISCUSSED

- Business Change leads to Back Office Change
- Where are we and where are we going
- What new business Models can we expect?
- Is GBS the answer? Is Robotics the answer?
- Why Strategy matters?
- What can we expect tomorrow?

3:20 p.m.

FROM ASPIRATION TO SUSTAINABLE ACHIEVEMENT A PERSONAL STORY

By
Dawid Podsiadło, Singer/Songwriter,
Winner of the Polish X-Factor, Poland's No. 1 selling pop artist
and **Iwona Wilk**, Head of MOPT (Centre for Creative Development)

30 min

Moderated by **Lukasz Cioch**

THEMES DISCUSSED

- How the world of an aspiring/successful artist compares to the qualities and circumstances necessary for a successful business career
- Why extracurricular creative education centres are important
- How to recognise and nurture talent
- How should we support young people in growing their confidence and ability to follow their dreams?

3:50 p.m.

WHY CITIES MATTER TO BUSINESS AND BUSINESS MATTERS TO CITIES THE INTERPLAY OF BUSINESSES AND THEIR LOCATIONS IN DRIVING VALUE CREATION

Keynote by
Prof. Greg Clark, international cities expert and advisor to cities such as London, Hong Kong, Singapore, New York and Sao Paulo

1 hr

Discussant: **Krzysztof Görlich**, Deputy Mayor of Kraków 1990-1998; President, nh 2

THEMES DISCUSSED

- Why cities matter in driving economic value
- Why connectivity counts
- The role of global business networks in cities' climb up the value chain
- The people dimension
- EU policy on cities development
- The future of cities in CEE?
 - What are the opportunities?
 - What are the threats?
 - What do we need to be doing now?

4:50 p.m.

10 min

Q&A

5:00 p.m.

INDUSTRY SUMMIT NETWORKING DRINKS

ASPIRE 4 ALL
REGISTRATION

1 hr

6:00 p.m.

10 min

WELCOME

ASPIRE 4 ALL

6:05 p.m.

35 min

THE 5 PILLARS OF DISRUPTION

by
John Straw, Technomist and Entrepreneur,
Digital Advisor to McKinsey and IBM, author of iDisrupted

6:40 p.m.

35 min

INNOVATION AND ITS ENEMIES

by
Ian Angell, Emeritus Professor of Information Systems, London School of Economics, author of the *New Barbarian Manifesto*

7:15 p.m.

35 min

WHY THE CITY MATTERS TO YOU AND WHY YOU MATTER TO THE CITY

by
Greg Clark, International advisor to global cities, such as Hong Kong, London and Singapore

7:50 p.m.

35 min

LEARNING FROM THE CHILDREN OF BESLAN

by
Ewa Ewart, Documentary film-maker; director of the Emmy-nominated *The Children of Beslan*

8:25 p.m.

35 min

THE DRAGON WAKES - MYSTERY GUEST

9:00 p.m.

AFTER PARTY

10:30 p.m.