

18 - 20 AUGUST 2022

GDANSK

60 MILLION
CONGRESS
GLOBAL POLONIA SUMMIT

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CONFERENCE REPORT

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On August 18-20, 2022, the 13th Congress of 60 Million was held in Gdansk: A global convention of the Polish community. The name of the Congress is not accidental. It reflects the total number of Poles and people of Polish origin around the world, which is more than 60 million.

The main idea of the Congress is to create a meeting platform for exchanging ideas and good practices, initiating discussions, and offering solutions leading to the development of business relations in line with 21st century trends.

The Congress has been held for more than 4 years in countries where the number of Polish communities is significant. So far, it has taken place in the USA (Miami, New York, Buffalo), Germany (Berlin), Poland (Rzeszow, Gdansk), UK (London).

The thirteenth edition of the Congress was attended by more than 300 participants, mainly Poles living in different countries of the world. Among them were business people, politicians, scientists, and journalists.

The Congress was divided into thirteen discussion panels, with 64 panelists/experts and practitioners from various business fields.

Panel 1: 60mln expansion and leadership.

The main topic of the panel was management and leadership in family businesses. The experts were successors of large family businesses with Polish roots from the US, Germany, Australia, Canada, and Poland.

At the beginning of the discussion, the panellists shared how leadership has evolved in their family businesses over the generations and pointed out the qualities a good leader should have.

Undoubtedly, they must have a vision (because without a vision, people drift apart) and a plan of action to effectively realise that vision. He should operate outside his comfort zone, be realistic and be aware that he will always have to be involved in solving various types of crises in the company.

A leader must be flexible and adapt to change. An interesting finding was that a leader should have the courage to trust his employees and give them more freedom of action, allowing him time for strategic work. This trait is lacking in Polish managers, who still very often manually control their companies and make all decisions strategically and operationally. And yet leadership is also the ability to work through other people.



Panel 2: 60mIn real estate - Poland second home.

In this panel, experts discussed Poland's appeal for real estate investment, particularly in an era of rampant inflation and a significant increase in mortgage interest rates.

They also gave some practical tips to potential investors.

All the panellists agreed that investing in real estate is always profitable (even during inflation) because it gives a specific, guaranteed income.

Poland is a good country for this kind of investment, as it has a wide enough range of properties from Pomerania to the mountains and Masuria to purchase.

However, according to the maxim that "you shouldn't put all your eggs in one basket," it's good to invest in a global market, not just a local one. However, in a market you know, because knowing the market allows you to mitigate the risks associated with investing in real estate.

Panel 3: 60mIn Venture Capital (VC) and innovation.

Experts participating in this panel assessed the VC market in Poland and its future, and attempted to answer the question of how to attract foreign capital to Poland.

According to experts, despite inflation and economic uncertainty, the VC market in Poland is experiencing dynamic growth and will continue to develop.

There will be an influx of foreign capital into Poland, primarily from investors from Asia and Arabia.

In order to increase the value of this capital and encourage investors from other countries to invest in the Polish VC market, Poland needs to improve the "assurance" for these investments to make foreign investors feel secure (e.g., that contracts will be fulfilled).

Another challenge facing the VC market in Poland is to switch the main source of funding from the state to private and to accelerate the transformation of Polish companies from local to global firms.



Panel 4: 60mIn for Ukraine.

The main topic of this panel was the aid to Ukrainian refugees provided by Poles and the Polish community.

Representatives of the city of Rzeszow, who took part in the panel, talked about the challenges that the city has had to and still has to face in order to currently provide a livelihood for more than 30,000 Ukrainian refugees who stayed in Rzeszow.

It should be noted that for helping Ukrainian refugees, the city of Rzeszow was the first in Poland to receive the title of "City of Rescue" from Ukrainian President Volodymyr Zelensky (1.5 million refugees passed through Rzeszow at the beginning of the war).

As for abroad, representatives of Ukrainian refugees participating in the panel said they received the most help from the Polish community and Polish organisations.

The panel ended with the refugees thanking all Poles for the support they received.

Panel 5: 60mIn for health.

The panel began with the question of whether it is true that Poland is still only a provider of medical services and a recipient of new technologies in medicine.

The experts participating in the panel - owners of Poland's largest non-public health care facilities operating at domestic and international levels - denied this claim.

In their view, the pandemic has become a considerable exponent of new medical technologies in our country, which continue to be developed.

Virtual clinics, electronic prescriptions, among others, have been created, and artificial intelligence is being used in clinics and laboratory tests.

Telemedicine services are being provided on a large scale, in which Poles living abroad are showing great interest.



Panel 6: 60mIn crypto.

The panel was devoted to blockchain and cryptocurrencies. After explaining these two issues, the experts advised those interested in investing in cryptocurrencies.

First of all, it is important to remember that this is a long-term investment, and one should not expect to get rich quickly. One should start with small investments rather than large ones, as this market needs to be learned.

The experts also discussed the many businesses that use cryptocurrencies in their settlements and the standards that are created in this market.

Panel 7: 60mIn hemp industry.

During the panel, managers from several hemp companies presented the hemp industry and the many uses of hemp products.

They stated that there is a stigma wrongly operating with hemp that it is a narcotic plant, for it has about 50,000 uses and is found virtually everywhere.

It is used for products such as concrete, paper, textiles, furniture, medicines, shoelaces, construction materials, and others.

Hemp is the material of the future and will be widely used.

Panel 8: 60mIn Citizen Rescue - Rescuing the Future.

In this panel, the Emergency Medical Center employees promoted the RATOWNIK app for a good cause, which is used to call for help and locate the nearest AED defibrillators (a device whose job is to restore a normal heart rhythm by administering an electrical impulse).

RATOWNIK is the only application in Poland that realistically reduces the time for first aid.

Hence the call for each of us to install this application on our phones (you can read more about the application at <https://ratownikpp.pl/aplikacja-ratownik>).

The panellists also said that there is not enough first aid education in Poland, yet each of us may witness an incident, and human life may depend on our reaction.

Hence another call by rescuers for each of us to complete at least one day of first aid training.

Part of the panel was also devoted to the role of citizen rescuers, the standards and solutions for emergency medical care in various countries, and the possibility of their transfer to Poland.

Panel 9: 60mIn entertainment.

Can Poland and Polish businesses be promoted through films, images, and photos? According to the experts participating in this panel, definitely yes.

The trailer for the film "Augustów," which tells the story of the Augustów search, was presented as proof. The actor playing the main role taking part in the panel - Pole Jacek Jagódka - a double-actor who is making an acting career in Hollywood, talked about the behind-the-scenes production of this film.

In turn, the film's producers explained why the movie about Poland is in English. For one simple reason: it will have a greater reach and reach a larger audience than a film in Polish.

An interesting topic also raised in this panel was entertainment use in business.

It was pointed out that some games (such as chess) teach various competencies that should be the backpack of a modern manager.

For example, we can learn patience, planning, tactics or finding the best solution to a problem by playing chess.



Panel 10: 60mIn media power.

What is the work of the Polish media in the context of Russian propaganda flooding us? How does the work of journalists during the war differ from work in countries without war?

These questions were answered by war correspondent journalists and the president of Polish Radio Lviv, who, during the Congress, received a trophy from the Polish Media Association for spreading patriotism and reliable information.

The discussion was opened by the Chairwoman, who stressed that the Polish media, both in Ukraine and in other countries, have a special mission to fulfill: to proclaim the truth.

She also stated that Russian propaganda is very efficient and credible and gave numerous examples to support her claim.

As for the work of war correspondent journalists, it is, above all, dangerous both to the life and mental health of the journalist.

During the war in Ukraine, 32 journalists have already been killed, including 15 foreign ones.

Observing the events of the war, the journalist is at risk of emotional burnout, mental problems, and acquiring post-traumatic stress disorder....

Many journalists also get captured.

Another problematic aspect of the work of a war correspondent is self-censorship and journalistic responsibility, which is regulated by law.

The panellists summed up the panel that journalists have missions, enormous power, and a duty to demand freedom of speech and the release of those journalists who suffer in the fight against terrible regimes and are in prison.

Panel 11: 60mIn worldwide organisations.

Participating in the panel were representatives of Polish business associations abroad, whose role is to help establish contacts and business relations between Polish and foreign entrepreneurs.

One should not hesitate to use the help of these organisations, as they know the markets in which they operate very well.

According to the panellists, managers should answer three basic questions before making this decision: when to enter? where to enter? and how to enter?

In any case, expansion into a foreign market should be preceded by an in-depth study of the target market, including, in addition to current and potential competition, political, legal, economic, environmental, cultural, and technological factors should also be analysed in order to choose the right country.

Panel 12: 60mIn fashion, art and design.

What are Polish women looking for in fashion? What is the purpose of art? How is the amber market shaping up in Poland? These are the main issues of another interesting panel, in which the experts were the owners of prestigious fashion companies, galleries, and an amber products company.

As for the answer to the first question, Polish women are looking for product quality and collection consistency in fashion (the ability to dress from head to toe, colour consistency, and the ability to combine elements despite changing trends).

The purpose of art is a difficult question, and there is no clear answer because everyone has their definition of this purpose.

Often the view of the artist who creates is very personal to him.

Everyone who observes a work of art should look for something for themselves in it and experience it in their own way.

Regarding the formation of the amber market, the panellists pointed out that this market is not only amber beads but a wide range of jewellery products.

Later in the panel, experts discussed how the fashion market has changed during and after the pandemic. They also pointed out how to make a mark in the arts and sell jewellery products in foreign markets.

Panel 13: 60mIn yachting industry.

The yachting industry panel was dedicated to the yachting industry.

Among other things, yacht manufacturers talked about how COVID affected the yachting industry, how much a yacht costs, trends in the sector (green propulsion), and success factors for yacht companies (quality, lead time, innovation).

One interesting piece of information was that there was already growth in the yacht market during the pandemic period, as many people began to look at yachting as a safe place to take refuge from the pandemic.

In addition to panel discussions, there were several open lectures on business topics.

Among the speakers was Professor Renata Marciniak - Deputy Editor-in-Chief of our magazine, who, together with Dagmara Marciniak, an attorney at the law firm Giambrone & Partners, S.L.P. (Barcelona office), gave a lecture entitled "Corporate Social Responsibility according to Spanish Law."

The speakers pointed out that profit is needed for a company, like air for people, but it should not be the only goal of a company.

Indeed, there are at least four areas of corporate responsibility: economic (a company must be profitable), ethical (a company should act honestly and make moral decisions), environmental (a company should behave as ecologically as possible), and philanthropic (make the world a better place).

Governments should support companies in implementing CSR (corporate social responsibility). The Spanish government, on the one hand, promotes CSR among companies and, on the other hand, obliges them to act socially responsible through regulations in this regard.

In the later part of the lecture, the speakers talked about Spanish legislation that safeguards the interests of the main stakeholders of Spanish companies (employees, shareholders, customers, suppliers, and competitors) and encourages Polish companies to enter the Spanish market.



THE TOPICS OF THE OTHER LECTURES WERE:

- **5 Powerful Practical Steps for Building Your Personal Brand in Business** - how to create a personal brand in social media and why it's worth doing;
- **60million developing business relations through the Polish Association of Puerto Rico** - what are the investment and trade opportunities on the island;
- **AIC as a new equity investment opportunity** - about the assets and business model of the Alternative Investment Company;
- **World Polish Centre in Miami** - about the World Polish Culture and Business Center building project in Miami;
- **Is it worth training in gun handling? - Safety today** - why it is worth knowing the basics of self-defence and how to learn them.

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