Magiczny Kraków

Become a Polish Congress Ambassador

2026-10-27

A new call for applications has been launched for the honorary title of Polish Congress Ambassador. The organisers are seeking representatives of the scientific, academic, business, medical, cultural and other professional communities who, through their expertise, networks and activities, contribute to attracting international congresses and conferences to Poland.

The programme has been successfully operating in Poland since 1998. Recognised internationally, it serves the same purpose as similar initiatives worldwide: promoting a country or region as a destination for international events. The programme is jointly organised by the Polish Tourism Organisation (POT) and the Polish Conference and Congress Association (SKKP).

This year's edition introduces a new application form that places greater emphasis on specific events acquired or organised by the candidate, their personal involvement, international activity, and the impact of those events on the development of science, business, cities, or regions.

Candidates may nominate themselves or be nominated by, among others, universities, scientific or industry organisations, convention bureaux, professional congress organisers, or other entities cooperating with the candidate.

"Polish Congress Ambassadors are extremely important partners in strengthening Poland's position on the international meetings market. Their expertise, professional networks and engagement in international scientific and industry communities often open the door for Poland to bid for major congresses and conferences. We encourage nominations of individuals who have already achieved success in this area and wish to continue actively attracting events to our country," said Magdalena Krucz, President of the Polish Tourism Organisation.

Applications can be submitted via the dedicated online form:

https://akp2026.syskonf.pl/

Application deadline: 15 November 2026

Programme Jury

The winners will be selected by the Programme Committee, which consists of:

- Anna Kalinowska-Żeleźnik, Professor, Dean of the Faculty of Business, WSB Merito University in Gdańsk
- Krzysztof A. Makowski, Professor, Faculty of History, Adam Mickiewicz University in Poznań
- Józef Modelski, Professor, Institute of Radioelectronics and Multimedia Technologies, Warsaw University of Technology
- Marek Pawełczyk, Professor and Rector of the Silesian University of Technology
- Ireneusz Węgłowski, President of the Polish Hotel Industry Chamber and Chairman of the

Supervisory Board of Orbis S.A.
- Michał Fijoł, LOT Polish Airlines
- Wojciech Kuśpik, CEO of PTWP Group S.A. and initiator of the European Economic Congress
- Jolanta Żyśko, Professor and Vice-Rector for Promotion and Development at the Józef Piłsudski University of Physical Education in Warsaw
- Izabela Stelmańska, President of the Mazovian Regional Tourist Organisation and Mazovia Convention Bureau
- Jacek Szepietowski, President of the Polish Dermatological Society
- Representatives of the Programme Organisers
- Magdalena Krucz, President of the Polish Tourism Organisation
- Agnieszka Szymerowska, President of SKKP
- Aneta Książek, Director of Poland Convention Bureau POT
- Anna Woda, SKKP

To date, 366 individuals have been awarded the title of Polish Congress Ambassador.

The programme is also being developed at regional and local levels. Currently, eight Congress Ambassador Clubs operate across Poland, creating opportunities for cooperation between ambassadors, convention bureaux, and local meetings industry stakeholders.

The programme regulations are available at:

www.ambasadorkongresow.pl

For more information, please contact the Secretary of the Programme Committee at:

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