Gala of the Polish Congress Ambassadors Programme 2026

2026-09-30

On 17 September 2026, the Polish Congress Ambassadors Gala 2026 took place at the Lublin Conference Centre. Twenty-three representatives of the scientific community, business sector and industry organisations were inducted into the prestigious group of Polish Congress Ambassadors. This year's Gala was also marked by the inauguration of the Young Polish Congress Ambassador Programme, under which twelve individuals received distinctions.

This year's Gala was held in Lublin for the first time, at the Lublin Conference Centre, which is celebrating its tenth anniversary. The event brought together representatives of academia, the meetings industry, local and regional authorities, and institutions involved in the development of Poland's MICE sector. **The Polish Congress Ambassadors Programme**, implemented since 1998 by the Conferences and Congresses in Poland Association and the Poland Convention Bureau of the Polish Tourism Organisation, brings together individuals and communities whose expertise, international networks and commitment help attract and organise international events in Poland.

In this year's edition, the Programme Council selected 23 laureates from 40 nominations. Among the new Polish Congress Ambassadors, whose candidacies were submitted by the Kraków Convention Bureau, were:

Dr Jakub Gałęziowski – Polish Oral History Association, University of Warsaw

Bartosz Hojka – Association of Digital Publishers Employers, World Association of News Publishers

Dr Jakub Gałęziowski played a key role in securing and co-organising the 23rd International Oral History Association (IOHA) Conference, held from 16 to 19 September 2025 at the Auditorium Maximum of the Jagiellonian University. The event welcomed 370 participants from 55 countries and became an important platform for international knowledge exchange as well as the promotion of Polish scholarship, the oral history community and Kraków.

Bartosz Hojka was actively involved in bringing the annual World News Media Congress, organised by the World Association of News Publishers (WAN-IFRA), to Kraków. His efforts and international network contributed significantly to Kraków being selected as the host city. These distinctions highlight the importance of cooperation between academia, business, international organisations and the meetings industry in successfully attracting international events to the city.

The First Young Polish Congress Ambassadors

An important part of this year's programme was the launch of the pilot initiative Young Polish Congress Ambassador. Its aim is to engage a younger generation of researchers and organisational leaders in attracting international congresses and conferences to Poland, while fostering cooperation with convention bureaux and representatives of the meetings industry.

The first group of Young Polish Congress Ambassadors consists of 12 individuals representing Polish

universities, academia and organisations. Among them were also representatives of Kraków's academic community:

Dr Klaudia Lustyk – Jagiellonian University Medical College

Rafał Fyda – Jagiellonian University Medical College, Student Scientific Society of the Jagiellonian University Medical College

The day after the Gala, on 18 September, a meeting with the programme laureates was held at the Lublin Conference Centre. Young Ambassadors were introduced to the support available for attracting and organising international events, the principles of cooperation with local convention bureaux, and the services offered by representatives of Poland's meetings industry.

The meeting also provided an opportunity to establish professional connections among laureates representing different academic disciplines, universities and organisations. The initiative is particularly significant from the perspective of the long-term development of the congress market. Active researchers, physicians, experts and organisational leaders involved in international networks are often the driving force behind bids to host international congresses in academic centres and cities. The Young Polish Congress Ambassador Programme will continue, with the next call for applications planned for 2027.

The Kraków Convention Bureau team extends its congratulations to all laureates, and especially to the Ambassadors and Young Ambassadors associated with Kraków. Their activity, expertise and commitment to international cooperation play an important role in strengthening Kraków's position as one of Poland's leading congress and scientific destinations.