



**Magiczny  
Kraków**

## **Polish Congress Ambassadors and Patrons - registration for 2022-2023 is open**

2023-07-31

**We are seeking Polish Congress Ambassadors who actively promote Poland as a destination for international events. Once again we also welcome nominations for Polish Congress Patrons, i.e. companies and institutions that support these events. Registration is open until 15 September 2023.**

The purpose of the Polish Congress Ambassadors Programme (AKP) is to establish an effective promotion process and stimulate the awareness of Poland as a destination for international meetings and events, with focus particularly on congresses and conferences.

The Polish Congress Ambassadors Programme is organised together with the Polish Tourism Organisation (POT) and the Polish Conference & Congress Association (SKKP). It is worth noting that the programme would not be possible without cooperation with Polish municipal and regional convention bureaus, in particular within local Ambassador Clubs, and with invited guests, institutions and organisations.

The Congress Ambassadors Programme is successful all over the world, for instance in Japan, Slovenia or the USA. Known under various names, its core objectives remain the same - to find prominent figures from the worlds of science and business, as well as individuals who actively promote congresses and conferences in a given country. In 2023 the Polish Congress Ambassadors Programme is celebrating 25 years of existence. Feel free to submit candidates for Congress Ambassadors and Patrons for 2022 and 2023 - said Agnieszka Szymerowska, Head of the SKKP Office.

**Candidates can be submitted until 15 September 2023. Ambassador and Patron candidates can be submitted via an online form at <https://akp2022.syskonf.pl>. If you have any questions, you can forward them to the Secretary of the Chapter of the AKP Programme, Agnieszka Szymerowska, at [agnieszka.szymerowska@skkp.org.pl](mailto:agnieszka.szymerowska@skkp.org.pl)**

The 2022 and 2023 winners will be chosen in accordance with the rules and regulations. The Chapter of the Polish Congress Ambassadors Programme will choose new honorary Ambassadors and Patrons for 2022 and 2023. The Chapter comprises representatives from the industry and academia, appointed by the Programme organisers. Other than President of POT Rafał Szmytke and President of SKKP Paula Fanderowska, this also includes Prof. Marek Pawełczyk PhD, Eng (Head of the Chapter), Anna Kalinowska-Żeleźnik, PhD, UWSB Merito Professor, Michał Fijoł (President of PLL LOT), Gheorghe Marian Cristescu (President of PHH), Alicja Omięcka (Lublin Airport), and Professor Bohdan Maruszewski, PhD, M.D.

Poland boasts the biggest number of board members of international associations among Visegrad Group countries (280 leaders). A total of 106 large congresses organised in Poland and presented in the GainingEdge study on intellectual capital in congress destinations (2020) gave Poland a rate of intellectual capital use of 37.9%, which is comparable to that of France or Germany. Poland can be proud of its intellectual, scientific and technological potential, as well as congress facilities in its cities, although the GainingEdge study shows that, when compared with the rest of the world, this result still leaves room for improvement, meaning that even though times may be hard, more effort should be put into activating and inspiring Congress



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Ambassadors – said Aneta Książek, Head of the Poland Convention Bureau POT.

Local Congress Ambassador Clubs in Warsaw, Krakow, Poznań and Wrocław (and soon in other cities) bring together scientists and professionals from various industries. Regardless of their function in their organisation or association, the Ambassadors naturally become partners for winning events. Nonetheless, it should also be emphasised that securing events, in particular international congresses, is a complex and time-consuming process, which is why we should work as a team and support each other; this is exactly the purpose of the Polish Congress Ambassadors Programme – added Aneta Książek.

This year marks the 25th anniversary of the AKP Programme

This year we are celebrating the 25th anniversary of our prestigious programme, during which time 300 people have been awarded. Every year, members of the Polish Congress Ambassadors Programme Chapter choose the winners from among exceptional nominees, granting them the honorary title of Polish Congress Ambassador. A meeting with the winners and the award ceremony take place during the Polish Congress Ambassadors gala. These galas have so far been organised in Warsaw (until 2009), Krakow (2010, 2017), Toruń (2011), Poznań (2012, 2018), Wrocław (2013), Kielce (2014), Katowice (2015, 2019), Łódź (2016), and Gdynia for the years 2020 and 2021 (2022).

Additional information on the Polish Congress Ambassadors Programme is available at [ambasadorkongresow.pl](http://ambasadorkongresow.pl)

Additional information:

- LinkedIn [linkedin.com/showcase/PolandCVB](https://www.linkedin.com/showcase/PolandCVB)
- Twitter [twitter.com/PolandCVB](https://twitter.com/PolandCVB)
- Hashtags #PolandCVB #Eventprofs

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