



**Magiczny  
Kraków**

## **Open Eyes Economy Summit, a look at the development of economy**

2018-05-10

**OEES was held on 14 November 2017 in International Conference Center - ICE Kraków. Experts from the world of science, economy, culture and politics discussed modern economy.**

It was the second edition of OEES in Krakow.

Open Eyes Economy Summit Programme was divided into 5 thematic blocks:

- Firm - Idea. Presented here will be a new approach to values in economy - the future of company management and the philosophy of society-business relationships.
- Brand - Culture. In this field, the world of culture will come to grips with the world of modern marketing. The discussion will focus on abandoning cynicism and manipulation for the sake of building relations and consumer trust.
- City - Idea. From this perspective, the Summit participants will jointly analyse the new approach to the development of cities and the ways they are managed.
- Man - Work. The discussion will concentrate on the future and current challenges altering the labour market.
- International order - The participants will talk about the most important challenges facing the modern states and international organisations.

The Congress was accompanied by cultural events - performances, concerts and exhibitions.

Further information: [www.oees.pl](http://www.oees.pl).