



**Magiczny
Kraków**

Freedom of speech and new challenges in journalism - global media leaders convene in Kraków.

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On 4-6 May 2025 the ICE Kraków Congress Centre hosted the World News Media Congress. The event, organized by WAN-IFRA - the world's largest organization of publishers and journalists - has brought together media representatives from nearly 80 countries.

This year's edition of the Congress is centered on the challenges facing the media in the age of artificial intelligence, disinformation, and rapid social change. Among the speakers are representatives of leading global newsrooms, including The New York Times, The Washington Post, Financial Times, The Atlantic, and South China Morning Post, as well as experts from Kenya, Japan, Argentina, and South Africa. Poland's media scene is represented by Bartosz Hojka, Roman Imielski, Aleksandra Sobczak, and Bartosz Wieliński.

Mayor of Kraków Aleksander Miszalski officially inaugurated the Congress. In his welcome address to the participants, Mayor Miszalski stated:

Kraków is a city that stands on the side of truth. We proudly welcome today those who describe, investigate, and defend that truth every day - editors, journalists, and publishers from around the world - who are redefining 21st-century media, guided by integrity and building bridges beyond borders.

In his speech, the Mayor also emphasized the importance of a free press and an open society:

As a local government, we fully share the values that drive WAN-IFRA. Transparency, accountability, and inclusiveness are the foundations on which we base the governance of our city. We believe that access to public information is not a privilege but a right.

One of the most significant moments of the Congress was the presentation of the Golden Pen of Freedom award. It was granted to independent Ukrainian media - a symbolic gesture of solidarity with journalists who, despite the war, continue to fight for accuracy and independent reporting.

The World News Media Congress is not only a platform for the exchange of experiences and ideas - it is also a powerful expression of global support for freedom of speech. This year's edition is hosted by the City of Kraków, with Agora Group as the strategic partner.