



Partner Towns Forum in Łódź

Governors, mayors and other officials from partner towns participated in the Partner Towns Forum organised in Łódź on 25–28 October. The conference was attended by guests from Russia (Vyacheslav Sverchkov, the Mayor of Ivanovo), Germany (Martin Schairer, the Governor of Stuttgart), Belarus (a delegation from ABC — Association of Entrepreneurs and Scientists from Minsk), Ukraine (representatives of Lviv and the First Deputy of Odessa's Mayor, Sergei Chernenko), Sweden (Lars Molina, Head of the Örebro Town Council), Georgia (Zakaria Darchiashvili, the Mayor of Rustavi), and China (Wang Zhiming, the Deputy Secretary General of the Tianjin City Council).

The most important element of the visit was the conference on management and promotion of towns and cities. The conference, moderated by Dr. Marta Hereźniak, included presentations on the achievements of individual towns in the area of innovative management of municipal space. A special 3D presentation on Łódź was prepared for the conference, and the Office for Promotion, Tourism and International Cooperation demonstrated a project entitled "Łódź – The City of Creative Industries".

Dr. Marta Hereźniak talked about the attainments of the Faculty of International and Political Studies in research carried out on city development strategies, city branding, territorial marketing, academic marketing and national branding.

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