



# iconvienna 2015

The 11<sup>th</sup> European Business & Investment Forum

East-West Summit on Regional Cooperation through Innovation and Entrepreneurship

April 22 to 24, 2015 – Vienna

presented by



MAKE CONTACTS TO CONTRACTS



Stadtwien



NOVOMATIC AG  
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[www.icon-vienna.net](http://www.icon-vienna.net)



## Welcome to Vienna!

“Iconvienna, the European Business and Investment Forum, takes place in Vienna for the 11th time. It has long become an important economy and investment platform for the promotion of personal contacts between executives, entrepreneurs, and project partners from the CEE area and Russia. iconvienna therefore plays an important role for the economic collaboration in Europe.

Vienna – located in the very centre of the central European region, strategically in the heart of the “new Europe”, is one of the continent’s most promising economic regions – despite difficult framework conditions. At the former border between East and West, lies a region with a lot of imagination.

As Mayor of Vienna, I am happy that Vienna has been chosen as home and centre for this forum and wish all participants successful as well as interesting and relaxing days in our wonderful city.”

**Dr. Michael Häupl, Mayor and Governor of Vienna**



“Following the motto “Make Contacts to Contracts” iconvienna represents the best arena for networking at the top executive level.

It offers a unique possibility to exchange know-how and to find new business partners. Main topics this year are challenges and opportunities for innovation and cooperation in regions of Europe, mobility and smart transportation as well as innovations and infrastructure for the growth of Europe.

The second “iconvienna young leaders dialogue” youLEAD offers networking opportunities to start-up owners, young managers and high-potentials from Central and Eastern Europe. The dialogue aims to develop common approaches to the topics of the future – this year’s focus is on “Creating the future of Europe through Research, Innovation and Cooperation”.

As President I wish all participants successful and enjoyable days during the 11th iconvienna!”

**KR DI Dr. Gerhard Hrebicek MBA, President iconvienna**



“The forum iconvienna has become a highly prestigious East-West platform for top-level networking, where international top-class decision makers from different areas meet. It is essential to bring competent and experienced Opinion Leaders together as well as to enable the establishing of new business partnerships between them.

The discussions, experience exchange and contacts created within the scope of the forum lead to simplified dealing with problems and guarantee an easier collaboration with other European countries.

On the occasion of the 20th anniversary of Austria’s accession to the EU, I wish all participants and partners of iconvienna successful cooperations and prosperity!”

**KR Dr. René Alfons Haiden, Chairman iconvienna**



„Für die Erreichung dieser ambitionierten Energie- und Klimaschutzziele spielen Städte eine zentrale Rolle. Um Smart Cities mit hoher Nachhaltigkeit, Energieeffizienz und Lebensqualität realisieren zu können, besteht allerdings noch großer Forschungsbedarf. Das AIT Austrian Institute of Technology bietet österreichischen und internationalen Städten wissenschaftliche Entscheidungs- und Planungsunterstützung in diesem Transformationsprozess.“

**Mag. DI Dr. Brigitte Bach, MSc, Head of Energy Department AIT**



„Europa benötigt strukturelle Reformen in einer Reihe von Anwendungsgebieten, um erfolgreich Gegenwart wie Zukunft gestalten zu können. Spezifische Maßnahmen müssen auf die Wiedererlangung der internationalen Wettbewerbsfähigkeit Europas abzielen. Hier erscheint die bestmögliche Gestaltungsform eine neue Partnerschaft von Bildung, Wissenschaft und Forschung, Industriestandortpolitik (Renaissance der Industriepolitik, Industrie 4.0, verschwimmende Grenzen zum Dienstleistungsbereich), Innovationshubs, Handelspolitik, und Infrastrukturausbau mit Leitbetrieben sowie Klein- und Mittelunternehmen. ICONVIENNA 2015 geht hier den richtigen Weg der engen Abstimmung zwischen Wirtschaft, Politik und Unternehmen zur Identifizierung und Umsetzung der Strategien für eine erfolgreiche Zukunft!“

**Dr. Willy Kempel, Gesandter Bundesministerium für Europa, Integration und Äußeres**



„Die Bahn nimmt die Verantwortung als Verkehrsträger der Gegenwart, aber auch der Zukunft wahr und spielt eine proaktive Rolle in Infrastruktur- und Mobilitätsentscheidungen. Die ÖBB-Infrastruktur AG investiert jährlich rund zwei Milliarden Euro – im Auftrag des Bundes – in den Ausbau und die Erneuerung der Schieneninfrastruktur und ist damit eine der wichtigsten Wirtschaftslokomotiven Österreichs.“

**Ing. Mag. (FH) Andreas Matthä, Vorstandsdirektor ÖBB Infrastruktur AG**



„Die Europäische Investitionsbank (EIB) ist mit einer Bilanzsumme von nahezu 550 Milliarden Euro die größte Internationale Finanzierungsinstitution der Welt und einer der weltweit führenden Finanzierer von Infrastrukturprojekten. Eine herausragende Rolle spielt die EIB bei der Finanzierung von Projekten im Bereich der Erneuerbaren Energien und im Bereich der Forschung und Entwicklung. Die EIB ist zudem verstärkt im Bereich der Projektberatung tätig. Für uns ist die iconvienna 2015 eine hervorragende Plattform, um in den Dialog mit Unternehmen und Investoren zu treten, die wir durch unsere Finanzierungen unterstützen können.“

**Mag. Wilhelm Molterer, Vice President European Investment Bank**



“European companies generally operate in an environment characterised by growing material and energy costs and this trend is likely to continue in the future. The European Commission is working with Member States and stakeholders to develop an enabling framework for the circular economy using measures which combine smart regulation, market-based instruments, research and innovation, incentives, information exchange and support for voluntary approaches.”

**Dr. Hugo-Maria Schally, Head of Unit Eco-Innovation & Circular Economy European Commission**



“Ports are the born intermodal nodes on the transport axes. The order of the day is the efficient, customer-friendly and environmentally-friendly way to accomplish this task. And to bring not only the owner but the whole region economic added value. The Port of Vienna, a company of Vienna Holding, developed in this sense in recent years to a flagship model for the whole Danube Basin. The Port of Vienna offers its customers a wide range of services that contribute significantly to that the port can perceive its role as a “Hub” for mobility and smart logistics.”

**Mag. Karin Zipperer, MBA, Chief Technical Officer Hafen Wien**

# youLEAD 2015

## iconvienna young leaders dialogue

Create the future of Europe through Research, Innovation and Cooperation

WEDNESDAY, 22. APRIL 2015

Austrian Federal Economic Chamber (WKO), Wiedner Hauptstraße 63, 1045 Vienna

13.00 – 18.00 iconvienna young leaders dialogue

### Create the future of Europe through Research, Innovation and Cooperation

- **Mobility** – What is smart cross boarder transportation?
- **Sustainable Energy** – What are the chances for innovation in Europe?
- **Infrastructure and Growth** – Where is expansion needed?
- **Entrepreneurial Opportunities** – What is the potential of small and medium enterprises in Europe?
- **Future of Europe** through Research, Innovation and Cooperation – Best practice in the world?

### Moderation

Michael **Hamberger**, Spokesman Experts Group Business Mediation,  
Austrian Federal Economic Chamber

### Co-Moderation

Alexandra **May**  
Georg **Hobiger-Klimes**  
Leon **Pogrzebacz**

### Welcome

Gerhard **Hrebicek**, President iconvienna  
Michaela **Tugendsam**, Chair youLEAD  
Florian **Saliger**, Chair youLEAD

### Keynote

Lauren **Flanagan**, Executive Chairman Current Motor Company

### Impulse Statements

Anita **Graser**, Scientist Mobility Department AIT  
Roland **Ambrosch**, Managing Director ProAutomation GmbH  
Andreas **Hajek**, Editor-in-Chief CIO Guide  
Karin **Mottl**, Managing Director Energiepark Bruck/Leitha

followed by

youLEAD World Café

kindly supported by:



Exclusive dialogue with top speakers as well as a networking event for young professionals – Invitation only! The joint goal of iconvienna and youLEAD to bring young entrepreneurs, young leaders and high potentials from Central and Eastern Europe together, facilitate exchange and develop joint views on issues of key relevance for the future.



# iconvienna 2015

## The 11<sup>th</sup> European Business & Investment Forum

### East-West Summit on Regional Cooperation through Innovation and Entrepreneurship

#### THURSDAY, 23. APRIL 2015

Simultaneous translation DE/EN

Austrian Federal Economic Chamber (WKO), Wiedner Hauptstraße 63, 1045 Vienna

Parallel Exhibitions/Lounges

09.00 – 09.30 Registration

09.30 – 09.45 Welcome and Opening

Gerhard **Hrebicek**, President, iconvienna

Anna Maria **Hochhauser**, Secretary-General Austrian Federal Economic Chamber

**youLEAD** outcome

09.45 – 10.15 Challenges and Opportunities for innovation & cooperation  
in regions of Europe

Keynote

Wilhelm **Molterer**, Vice President European Investment Bank

10.15 – 11.15 Connecting regions – Mobility and smart transportation

Panel Chair

Otto **Schwetz**, Consultant TINA Vienna

Karin **Zipperer**, Chief Technical Officer Wiener Hafen

Diana **Gasanova**, Chair of Management Board RFC 5 ÖBB Infrastruktur

Jakob **Puchinger**, Head of Business Unit Mobility Department AIT

Alberto **Cozzi**, Project Manager CEI

Borut **Čok**, Market Manager Port of Koper

11.15 – 12.30 Innovations and Entrepreneurship for Sustainable Energy

Panel Chair

Stefan **Petters**, Managing Director guo – Business Development Consult

Keynote

Lauren **Flanagan**, Executive Chairman Current Motor Company

Harald **Jony**, Director of Energy Management & Sales ÖBB-Infrastruktur AG

Peter **Canciani**, Project Manager CEI

Hugo-Maria **Schally**, Head of Unit Eco-Innovation & Circular Economy, EC

Brigitte **Bach**, Head of Energy Department AIT

Lauren **Flanagan**, Executive Chairman Current Motor Company

## THURSDAY, 23. APRIL 2015

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Austrian Federal Economic Chamber (WKO), Wiedner Hauptstraße 63, 1045 Vienna

Parallel Exhibitions/Lounges

12.30 – 13.30 Lunch break & Networking

13.30 – 14.45 Innovations and Infrastructure for the growth of Europe

**Financial Challenges for future investments**

Impulse Statement

Christian **Weissenburger**,

Vice Minister Austrian Ministry for Transport, Innovation and Technology

Panel Chair

Gerhard **Hrebicek**, President iconvienna

Andreas **Matthä**, Executive Director ÖBB Infrastruktur

Alois **Steinbichler**, CEO Kommunalkredit Austria AG

Lauren **Flanagan**, Executive Chairman Current Motor Company

Christian **Weissenburger**, Vice Minister Austrian Ministry for Transport,

Innovation and Technology

Stane **Božičnik**, University of Maribor, Faculty of Civil Engineering

14.45 – 16.00 Entrepreneurial opportunities in Europe

**How to utilise the potential for SMEs**

Keynote

Silke **Sorger**, Head of Purchasing Infineon

Panel Chair

Daniel **Chladek**, Regional Manager, Vienna Business Agency

Christian **Wurm**, Head of Department Research, Technology and Innovation,  
Municipality Department 23

Ana B. **Bovan**, President Central European Development Forum, Serbia

Ugo **Poli**, Project Manager CEI

Ahmed **Adel**, Inventor & Owner Solabolic

16.00 – 16.30 Coffee break and Networking

16.30 – 18.00 Podiumsdiskussion – Zukunft Europa

**Anlässlich des 20-jährigen Jubiläums Österreich als EU Mitglied**

Herausforderungen für: Regionen, Kooperationen, Bildung, Innovation, Marken, Forschung und Technologie

Panel Chair

Gerhard **Hrebicek**, President iconvienna and European Brand Institute

Christian **Weissenburger**, Vice Minister Austrian Ministry for Transport, Innovation and Technology

Willy **Kempel**, Head of Department III.5; EU Single Market; COPERER I; Economic Relations with EU Member States, Federal Ministry Europe, Integration, Foreign Affairs

Erich **Foglar**, President Austrian Trade Union Federation

Elisabeth **Vitouch**, President of the Committee for European & International Affairs in the Vienna City Council

youLEAD Representative

19.00 – 23.00 Cocktail Reception at the Vienna City Hall

StadT  Wien

Hosted by the Mayor and Governor of Vienna Dr. Michael Häupl

**With buffet, live music and interactive networking**

Latin American and Caribbean Corner with representatives from Dominican Republic, Brazil, Cuba, El Salvador, Guatemala, Colombia, Nicaragua, Venezuela, Panama, Mexico, Argentina, Costa Rica

**Caribbean flair with music, cigar lounge and rum tasting**

**Cultural program**

**Meet representatives of the following countries:**

Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Germany, Hungary, Jordan, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Switzerland, Turkey, USA, etc.

FRIDAY, 24. APRIL 2015

Site Visit Hauptbahnhof Wien

10.30 – 12.30 Hauptbahnhof Wien

Individual arrival

**10.30: Meeting point – ÖBB Office Building, Foyer, Am Hauptbahnhof 2, 1100 Wien**

Welcome – Sky Lobby 23rd floor

Guided Tour through Europe's largest infrastructure project



StadT  Wien

go international  
WKO  

 **WKO** WIEN  
WIRTSCHAFTSKAMMER WIEN  
Weiter kommen.

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NOVOMATIC GROUP OF COMPANIES

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urban technologies + strategies

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wienhold!ng

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Ein Unternehmen der wienholding

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AUSTRIAN INSTITUTE  
OF TECHNOLOGY  
TOMORROW TODAY

  
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CENTRAL EUROPEAN INITIATIVE

  
WirtschaftsMediation



  
HBM

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**PUBLIC**

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