

Cities are places for Innovation

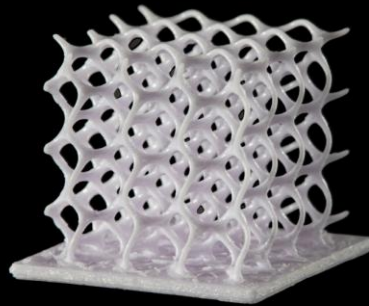
Industry 4.0: it's not just a hype

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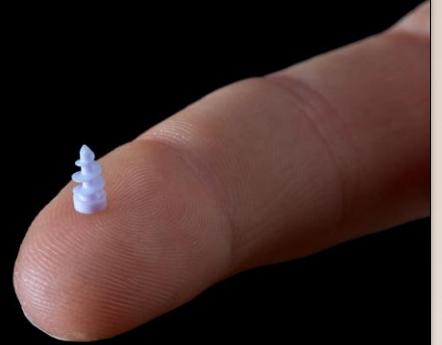


New Technologies: emerging usecases

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LITHOZ®



Old Challenge, Innovative Solution

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Excellente research basis

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- ➔ Mariana Mazzucato: The entrepreneurial state
- 👍 biggest german-speaking University-City
- 👎 Universities did not commercialize research results until 2002
- ➔ A great variety of initiatives to foster technologytransfer

Capital

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- 👍 great diversity of funding opportunities, investment funds supported by public institutions
- 👍 Vienna is not an investment location, but ...
- 👉 Speed Invest, CONDA, Venionaire, i5 invest, Gamma Capital
- 👍 international Investors become interested in Vienna

Public Institutions = Lead Market

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- 👍 Market power of the public sector
- 🔗 strict regulatories for public procurement
- 👍 Ambition to foster public procurement of innovation at european, federal and regional level
- 🔗 cultural change is hard because of limited budgets

Overcome branches and disciplines!

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- ☞ Innovation happens in between
- ☞ interlink established networks
- ☞ technologieplattform.wirtschaftsagentur.at
- ☞ Co-Creation Lab Vienna

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Europäische Union Investitionen in Wachstum & Beschäftigung, Österreich.

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