



Mag. **Wilhelm Molterer**  
Managing Director  
“European Fund for Strategic Investments”

With the investment plan for Europe, the EU has launched an initiative to strengthen the economy and deliver added value. After all, only a competitive, prosperous Europe with plentiful jobs will convince European citizens – but also our global partners – to turn back towards the European model for success.



Dr. **Carlos Chanduvi**  
Head of Latin America and the Caribbean Division UNIDO

In the pursue of economies of scales and scope to succeed in international markets, SMEs seek collaboration and clustering mechanisms among their branches. Intellectual Properties issues and an efficient brand management have become increasingly relevant to secure an efficient competition. How SMEs can benefit from using international IP system in their marketing, sales and brand activities to promote innovation and competitiveness?



Dr. **Monika Poeckh-Racek**  
CEO Admiral Casinos & Entertainment AG

**CSR performance drives brand strength!**

Consumers have become more aware about CSR and sustainability performance. So I strongly believe that there is a causal relationship between brand strength and sustainability. In consequence a company that seeks to do well in one area should consider also investing in the other.



Prof. **Bobby J. Calder**  
Kellstadt Professor of Marketing at the Kellogg Graduate School of Management

Standards are the key really being able in the future to treat brands as intangible financial assets so that they may be fully taken into account in corporate governance and in transactions among companies as well as in investment decisions. And instead of managing marketing functions based on efficiency (such as the number of consumers reached by an advertising expenditure) brand value standards offer the opportunity to manage effectiveness- how effective the organization is in creating brand value as an intangible asset.



**Nuo Huo**  
Deputy Editor in Chief China City News

**China's New-style Urbanization Construction**

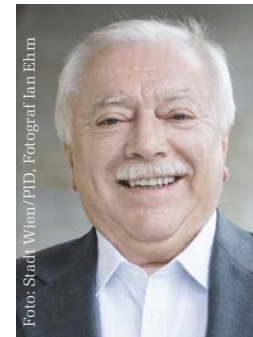
Cities in China have rapidly increased in both scale and amount following the initiation of the reform and opening policy. Meanwhile China's urbanization ratio has raised from 17.92% in 1978 to 57.35% in 2016, almost an increase by 2.2 times. The UN Report points out that China is experiencing the rapidest urbanization in the world, “China alone has 25 percent of the cities with at least half a million inhabitants.”



Mag. (FH) **Tanja Wehsely**  
Chair Economic Development Forum – Eurocities

Population growth, climate change and the aftermath of the global economic crisis: Today European metropolises like Vienna are facing huge challenges that can only be met by investing in our cities and their citizens. However, European budget regulations are currently impeding us from doing this. Therefore, we/I demand a “Golden Investment Rule” for the EU which permits excluding necessary investments from the strict deficit limits in order to make our cities fit for the future.

Welcome to Vienna!



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

Mit der iconvienna liegt Wien auch heuer im Fokus von Fragen und Problemstellungen in den Bereichen Wirtschaft und Information. Diese Veranstaltung, die bereits zum dreizehnten Mal stattfindet hat sich zu einem der bedeutendsten Foren unter dem Motto „Make Contacts to Contracts“! entwickelt. Als Bürgermeister und Gastgeber für die Stadt Wien freue ich mich sehr über die abermalige Wahl unserer Stadt als Veranstaltungsort dieses hochkarätigen Forums. Ich wünsche allen Teilnehmerinnen und Teilnehmern interessante aber auch informative Tage in Wien- und bitte genießen sie auch unsere schöne Stadt.



Mag. **Julian Jäger**  
Board Member, Flughafen Wien AG

To remain competitive in an increasingly globalized world means to think internationally, to learn from each other and to adopt strategies. In this context, aviation plays a major role in connecting people and cultures and enabling access to new markets all over the world.



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

Gemäß dem diesjährigen Konferenzschwerpunkt „Brand together“, stehen heuer „Marke und Intellectual Property“ im Mittelpunkt. Am Vortag der iconvienna, dem “World Intellectual Property Day”, findet das Initial Meeting des „Brand Global Council for Value and Sustainability“ statt. Daher wird das diesjährige Forum zum Brand Forum, mit der Möglichkeit Erfahrungen zum Thema Marke auszutauschen und interessante Diskussionen zu führen. Wir wollen Bewusstsein schaffen und sowohl den geschäftlichen als auch den gesellschaftlichen Wert der Marken demonstrieren. Marken sind auch ein Instrument für die wirtschaftliche Entwicklung von kleineren und mittelständischen Unternehmen und Organisationen, Städten und Destinationen sowie wirtschaftlich unterentwickelten Regionen. In diesen neuen Märkten mit einer wachsenden Mittelschicht wird der Wert der Marken weiter wachsen, damit werden Marken eine wichtige Rolle bei der wirtschaftlichen und gesellschaftlichen Entwicklung dieser Regionen spielen.



**Kari Aina Eik**  
Secretary General, Organization for International Economic Relations

The brand Smart Cities is being interpreted and used in various ways. Is it possible to develop a standard relevant for all cities? How can Smart City branded cities support less advanced cities to become smarter, and how do we measure further progress and advanced impact of cities becoming both smarter and more sustainable?

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Eine Initiative des BM für Wissenschaft, Forschung und Wirtschaft (bmwfw) und der Wirtschaftskammer Österreich.



**iconvienna 2017**  
The 13<sup>th</sup> European Business & Investment Forum  
April 26 to 27, 2017 – Vienna



presented by

BRAND TOGETHER



# iconvienna 2017

## The 13<sup>th</sup> European Business & Investment Forum

### WEDNESDAY, 26. APRIL 2017

Novomatic Forum, Friedrichstraße 7, 1010 Vienna

17.00 – 19.00 **BRAND GLOBAL Council Initial Meeting & Reception**  
on the occasion of World IP Day

Invitation only Event!

### THURSDAY, 27. APRIL 2017

Austrian Federal Economic Chamber (WKO), Wiedner Hauptstr. 63, 1045 Vienna  
Conference Language: EN

09.00 – 09.30 Registration

09.30 – 09.45 **Welcome and Opening**

Moderation

Sonja **Kato**, Managing Director unikato communications

Gerhard **Hrebicek**, President European Brand Institute  
Anna Maria **Hochhauser**, Secretary General Austrian Federal Economic Chamber

09.45 – 10.15 **Innovation and brands as basis for financing and growth**  
**Juncker Plan – Opportunities for SME's**

Keynote

Wilhelm **Molterer**, Managing Director European Fund for Strategic Investments

10.15 – 10.25 **Best Practice Case**

Michael **Hanneschläger**, Managing Director Energiepark Bruck an der Leitha

10.25 \_ 10.30 **Q & A Moderation**

Sonja **Kato**, Managing Director unikato communications

10.30 – 11.00 **Coffee break**

11.00 – 12.00 **(European) Competitiveness in the global context**  
**Improvement through internationalisation**  
**International Business, Cooperation, Financing, Infrastructure, Environment, Logistics, Brand and Technology**

Panel Chair

Hannes **Jarolim**, President Austrian-Chinese Legal Society

Impulse Statement

Michael **Peneder**, Economist Austrian Institute of Economic Research

Alois **Steinbichler**, CEO Kommunalkredit Austria  
Julian **Jäger**, Board Member Flughafen Wien AG  
Thomas **Lutzky**, Managing Director Phoenix Contact  
Stefan **Linsinger**, Managing Director Linsinger Bauanalytik  
Monika **Bednarik-Belan**, Industry and Internationalization Guaranties Austria Wirtschaftsservice

12.00 \_ 12.30 **Business opportunities in Latin America and the Caribbean**  
**Presentation of the Corps Diplomatique Latin America and the Caribbean**

Keynote

H.E. Ambassador Paulina **Franceschi**, Embassy of Panama to Austria

12.30 – 13.40 **Lunch break & Networking**

13.40 – 14.00 **Intangible assets – changing the future!**

Keynote

Bobby J. **Calder**, Kellstadt Professor of Marketing at the Kellogg Graduate School of Management, Northwestern University, Evanston, IL

14.00 – 15.15 **International opportunities through investments in innovation and brands – on the occasion of World IP Day**

**Sustainable brand management, new standards, importance of investments in brands and how SMEs can benefit from using the international IP system in their marketing, sales and brand activities to promote innovation and competitiveness**

Panel Chair

Gerhard **Hrebicek**, President European Brand Institute

Impulse Statement

Carlos **Chanduvi**, Head of Latin America and the Caribbean Division UNIDO

Bobby J. **Calder**, Kellstadt Professor of Marketing at the Kellogg Graduate School of Management, Northwestern University, Evanston, IL  
Monika **Poekkh-Racek**, CEO Admiral Casinos & Entertainment AG  
Michael **Otter**, Deputy Head of Foreign Trade Department Austrian Federal Economic Chamber  
Gerald **Ganzger**, Lansky Ganzger und Partner  
Edgar **Baum**, Advisory Council Member Marketing Accountability Standards Board

15.15 – 15.45 **Coffee break**

15.45 – 17.00 **Future cities as hubs for growth**  
**City Branding, Smart Cities**

Panel Chair

Kari Aina **Eik**, Secretary General, Organization for International Economic Relations, Global Smart Cities Expert

Impulse Statement

Nuo **Huo**, Deputy Editor in Chief China City News

Klemens **Himpele**, Head of Municipality Department 23 – Economic Affairs, Labour and Statistics  
Reinhard **König**, Senior Scientist Smart Cities and Regions AIT Center for Energy  
Tanja **Wehsely**, Chair Economic Development Forum – Eurocities  
Klaus **Heidinger**, Head of CITA Global Centre of Competence Cities, Siemens London

19.00 – 22.00 **Cocktail Reception at the Vienna City Hall**  
**Hosted by the Mayor and Governor of Vienna Dr. Michael Häupl**

Invitation only Event!

Moderation

Sonja **Kato**, Managing Director unikato communications

Welcome

Tanja **Wehsely**, Member of the Municipal Council, City of Vienna  
Gerhard **Hrebicek**, President iconvienna  
Maria **Rauch-Kallat**, Managing Director MRK Diversity  
Corps Diplomatique Latin America and the Caribbean

**With buffet, live music, cigar lounge, rum tasting and interactive networking with representatives from Colombia, Costa Rica, Cuba, the Dominican Republic, El Salvador, Guatemala, Nicaragua, Paraguay, Uruguay and Venezuela.**

StadT  Wien

