

# ADVANTAGE AUSTRIA

KNOWLEDGE BROKER &  
INNOVATION AGENCY

VIENNA, APRIL 27TH, 2017

**iconvienna**  
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13<sup>th</sup> International Business & Investment Forum 26 – 28 April

MAKE CONTACTS TO CONTRACTS



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# Internationalization Trends



## Global Agenda

Increasing dependence on economic blocks / states



## Megatrends

lead to disruptions



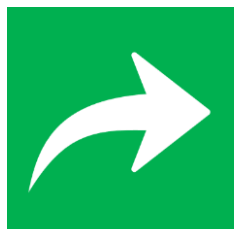
## Value Chains

become global



## Globalization

also affects small companies



## Entrepreneurship faces the „BigShift“

Small entrepreneurs challenge big corporates

# 25 InnovationCenters Worldwide



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# New Innovation Services

KNOWLEDGE	PLATFORMS	PARTNERS
1. <b>Fast Track Conferences</b> Innovation Insight	5. <b>The Future of...</b> Innovation Trekking	11. <b>Navigation Services</b> Innovation Mapping
2. <b>Take-home Workshops</b> Innovation Labs	6. <b>Brain Storming Hackathons</b> Innovation Sourcing	12. <b>Community Access Services</b> Innovation Sharing
3. <b>Innovation Maps</b>	7. <b>Supplier Innovation Days</b> Innovation Delivered	13. <b>Partnering Services</b> Innovation Matching
4. <b>Cross Market Info Sessions</b> Innovation Worldwide	8. <b>Start-Up Support Services</b> Innovation Catapult	
	9. <b>Landing Zones</b> Innovation Immersion	
	10. <b>R &amp; D-Missions</b> Innovation Pairing	

Thank you!

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ADVANTAGE AUSTRIA

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