



Edgar Baum
CEO & Chief Brand Economist,
Strata Insights Inc.

“From frivolous to serious: how this thing called “brand” is actually going to drive enterprise value and financial performance. Defend, protect, and grow your company by knowing how to invest into your brand in this intangible era.”



Gerhard Schuller
CEO, ELK Fertighaus GmbH

“From my point of view brand management is not just a marketing topic. Nowadays brands are essential for customer’s decisions and therefore we have both to manage our brands ELK, Hanlo and Zenker according to the latest standards and benchmark the financial value of these brands as other property assets too. I am looking forward to hear more about the latest news and trends on brand financial reporting.”



Cecilia Sjöberg
Director and Head of Industrial Technologies, Vinnova
Swedish Governmental Agency for Innovation Systems

“Industrial clusters can play an important role by stimulate collaborations between companies, universities and other higher education institutions, public services and civil society. By formulate a common agenda clusters can help to strengthen the strategic innovation area, both nationally and internationally.”



Gerald Ganzger
Partner, Lansky, Ganzger + Partner Rechtsanwälte

“The protection of trademarks is an important issue for every company. Trademarks are a core value for companies, more and more companies have become aware of the value of trademarks. Registering a trademark is the easiest way to secure this value for the company. It’s a great honor for me to speak at the iconvienna Brand Global Summit and to promote the importance of protecting trademarks.”



Veronika Ettinger
Marketing Manager BU Fertilizers, Borealis AG

“Borealis is a leading provider of innovative solutions in the fields of polyolefins, base chemicals and fertilizers. In our business success in innovation shifts quickly from its traditional focus on molecule and product innovation to the profiling of new services combining product application knowhow and digital tools. Just as much as in B2C interactions, this trends opens opportunities and new ways of creating customer experience in upstream B2B environments.”



Karin Zipperer
CTO, ASFINAG AG

“Our cities are fast growing communities with all sorts of needs and requirements. Therefore, we try to deeply explore our visions for transportation of the future – with a sharp focus on how it will impact quality of life, individual mobility, economics and chances. The challenge of our time as a modern motorway operator is to deal today with the question of our mobility of tomorrow. For us, this comprises factors like ecological sustainability and social responsibility. We have to rethink our idea of transportation in all ways to meet the standards of future mobility. Our part as a motorway operator is to connect infrastructures, raise driving comfort, provide traffic information in real time, to use sustainable technologies and of course enhance road safety. This is especially true for big cities where all needs like individual, economical and touristic requirements have to be met in spite of limited space.”



Gerhard Hrebicek
President European Brand Institute

“Focusing on branding, the iconvienna Brand Global Summit will inspire its participants with this year’s theme, “Innovation needs Branding—Branding needs Innovation” and offers the opportunity to exchange experiences and models of success on the topic of trade and to hold interesting discussions. This year’s forum has in recent years expanded its horizons from North and Latin America to Western, Central and Eastern Europe and China. With this in mind, we are pleased to once again welcome numerous representatives from East to West.”



Elisabeth Stampfl-Blaha
Managing Director, Austrian Standards International

“The international standard ISO 20671 on brand evaluation was recently adopted unanimously. This document contains plenty of Austrian know-how that highly committed brand experts from Austria turned into a global standard – in a dialogue with experts from all over the world and with the support of Austrian Standards. Just like in the field of brand evaluation, Austria is involved in around 90 percent of the projects of the International Organization for Standardization ISO: via Austrian Standards which forms part of a world-wide network and manages procedures and projects for the development of standards as a neutral and independent platform.”



Bobby Calder
Kellstadt Professor of Marketing, Kellogg Graduate
School of Management, Northwestern University, USA

“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.”



Silvia Angelo
Board Member, ÖBB-Infrastruktur AG

“Value, Performance and Service are crucial for a brand like ÖBB. A successful brand has to give orientation, build trust, ensure and deliver quality and attract customers.”

supported by



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Iconvienna 2018

BRAND GLOBAL SUMMIT

The 14th European Business & Investment Forum

April 18 to 20, 2018 – Vienna



presented by



“INNOVATION NEEDS BRANDING – BRANDING NEEDS INNOVATION”



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ICONVIENNA 2018 BRAND GLOBAL SUMMIT

The 14th European Business & Investment Forum
"INNOVATION NEEDS BRANDING – BRANDING NEEDS INNOVATION"

WEDNESDAY, APRIL 18, 2018

Novomatic Forum, Friedrichstraße 7, 1010 Vienna

17.00 – 19.00 BRAND GLOBAL COUNCIL RECEPTION
WELCOME RECEPTION ICONVIENNA BRAND GLOBAL SUMMIT
Certificate Ceremony of Certified Brands

Invitation only Event!

THURSDAY, APRIL 19, 2018

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

09.00 – 09.30 REGISTRATION

09.30 – 10.00 WELCOME & OPENING

Moderation

Sonja **Kato**, Managing Director unikato communication & coaching

Gerhard **Hrebicek**, President European Brand Institute
Jürgen **Roth**, Vice President, Austrian Federal Economic Chamber

10.00 – 10.05 VIDEO MESSAGE
Sebastian **Kurz**, Federal Chancellor of Austria

10.05 – 10.20 NIEDERÖSTERREICH – POWERFUL EUROPEAN BUSINESS LOCATION
How to extend prosperity and growth of the flagship region

Keynote

Martin **Eichtinger**, Councilor for International Relations, Provincial Government of Lower Austria

10.20 – 10.40 CONCEPTS FOR CONSUMER ATTENTION AND ENGAGEMENT
Invest, create & measure brands, investments in branding for global development
cluster- and umbrella-brands, tourism, culture, finance

Impulse Statement

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

10.40 – 11.00 COFFEE BREAK

11.00 – 12.00 INNOVATION NEEDS BRANDING – BRANDING NEEDS INNOVATION
How enterprises organize their innovation and use branding?

Panel Chair

Michael **Scherz**, Chief Innovation Officer, Advantage Austria, Austrian Federal Economic Chamber

Silvia **Angelo**, Board Member, ÖBB-Infrastruktur AG
Veronika **Ettinger**, Marketing Manager, Borealis AG
Gerald **Ganzger**, Partner, Lansky, Ganzger + Partner
Stefan **Krenn**, General Secretary, Novomatic AG
Elisabeth **Stampfl-Blaha**, Managing Director, Austrian Standards International
Christian Emil **Vancea**, Director Innovations, myWorld Solutions AG
Karin **Zipperer**, CTO, ASFINAG AG

12.00 – 12.45 INTERNATIONAL CLUSTERS AND BRANDING
Branding of international initiatives and clusters

Impulse Statement & Panel Chair

Brigitte **Bach**, Head of Energy Department, AIT Austrian Institute of Technology GmbH

Christian **Altmann**, Head of Clusterland, Business Upper Austria,
Cluster Styria Committee New Energy for Industry
Peter **Perstel**, Head of Rail Systems, AC Styria Mobility Cluster
Cecilia **Sjöberg**, Head of Industrial Technologies,
Vinnova Swedish Governmental Agency for Innovation Systems

12.45 – 14.00 LUNCH BREAK & NETWORKING

14.00 – 15.00 REGIONS AND INVESTMENTS IN BRANDING

Best practice in branding to develop regions and regional clusters

Panel Chair

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

Impulse Statement

Carlos **Chanduvi Suárez**, Senior Coordinator of Climate Technologies and Innovation,
Department of Energy, UNIDO

Bobby J. **Calder**, Kellstadt Professor of Marketing,
Kellogg Graduate School of Management, Northwestern University, Evanston, IL, USA
Carlos **Chanduvi Suárez**, Senior Coordinator of Climate Technologies and Innovation,
Department of Energy, UNIDO
Simone **Hagenauer**, Project Manager Cluster NÖ, ecolplus. Niederösterreichs Wirtschaftsagentur GmbH
Bernhard **Puttinger**, CEO, Green Tech Cluster Styria GmbH
Johannes **Scherk**, Consulting & Research, PÖCHHACKER Innovation Consulting GmbH

15.00 – 15.30 COFFEE BREAK

15.30 – 16.00 INTERNATIONAL BRAND/PROJECT ACTIVITIES AND OPPORTUNITIES
Presentation of the Corps Diplomatique Latin America and the Caribbean
Diego **Masera**, Head of Latin American and the Caribbean, UNIDO

16.00 – 16.20 ECONOMIES OF BRANDS
How brands create economic value

Keynote

Edgar **Baum**, CEO & Chief Brand Economist, Strata Insights Inc.

16.20 – 17.00 BRAND INVESTMENTS FOR GROWTH
Why and how investments in brands create economic growth

Impulse Statement & Panel Chair

Klaus **Müllner**, CFO, SummerLight Capital Partners

Edgar **Baum**, CEO & Chief Brand Economist, Strata Insights Inc.
Chien-Hao **Hsu**, CEO, Zeevan GmbH
Gerhard **Schuller**, CEO, ELK Fertighaus GmbH
Alois **Steinbichler**, CEO, Kommunalkredit Austria AG

17.00 – 17.15 SUMMARY & CLOSING REMARKS

19.00 – 22.00 COCKTAIL RECEPTION
Vienna City Hall, Wiener Rathauskeller, Rathausplatz 1, 1010 Vienna
Vienna – where culture meets business

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

Stadt Wien

Invitation only Event!

Moderation

Sonja **Kato**, Managing Director unikato communication & coaching

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, rum tasting and interactive networking with
representatives from the Latin American and the Caribbean countries.

