



**The 10th European Business & Investment Forum**  
**East-West Summit on Innovation and Smart Cities**  
Vienna, April 09-11, 2014



**Make Contacts to Contracts**

Dr. Gerhard Hrebicek, President

UNECE, 10.10.2013, Rudolfshütte, Salzburg



*In Kooperation mit:*

**Stadtwien**



# About iconvienna



**iconvienna** is an organization, which aims to promote business contacts between Austrian and international companies and regions in the CEE and Russia.

Annually in April, the European Business and Investment Forum **iconvienna** invites to an active dialogue and personal networking. According to the motto:

**"Make Contacts to Contracts"**

we provide services for participants and partners through personal contact and presentation opportunities. We develop the most recognized European platform for business and economics.

**iconvienna** allows company representatives and decision makers to present projects in exclusive circles and specifically to establish contacts with export markets.

**MAKE CONTACTS TO CONTRACTS**

# Platform & Target Groups



## MAKE CONTACTS TO CONTRACTS



more information : [www.icon-vienna.net](http://www.icon-vienna.net)

# iconvienna 2014 - Program Overview



## Wednesday, 09 April 2014

### *„iconvienna young leaders network“ meeting*

Exclusive dialogue with top speakers as well as a networking event for young professionals

### *Reception at the Vienna City Hall*

(In cooperation with the Club of Trade Delegates)

## Thursday, 10 April 2014

### *Plenary Sessions, Panel Discussion, Exhibition*

#### *Leitbetriebe Austria Lounge*

#### *WKÖ, Wiedner Hauptstraße 63, Vienna*

- Challenges and opportunities for Smart Cities
- Financing models for innovation
- Innovation and infrastructure for Smart cities – outlook for the next 10 years
- Best Practice: Transformation of research into products

## Thursday, 10 April 2014

### *Gala Dinner Reception with cultural program Haus der Musik (tbd)*

Sponsors and delegates are invited to an exclusive reception, promoting high class networking

## Friday, 11. April 2014

### *Site Visit*

- 1) Seestadt Aspern (tbd)
- 2) AIT (tbd)
- 3) Blumengärten Hirschstetten (tbd)

**MAKE CONTACTS TO CONTRACTS**

# Locations



Federal Economic Chamber



Vienna City Hall



**MAKE CONTACTS TO CONTRACTS**



# Locations



AIT



Seestadt Aspern



**MAKE CONTACTS TO CONTRACTS**

# Facts & Figures



**Patronage:** Dr. Michael Häupl, Mayor and Regional Governor of Vienna

**Chairman of the Advisory Board:** KR Dr. René Alfons Haiden

**President:** DI Dr. Gerhard Hrebicek, MBA

**Foundation:** 2004

**First Forum:** 2005

**Target Groups:** National and international Top Decision-Makers from international Organizations, Politics, Economy, Science and Media Representatives of Regions from Russia, Central & Eastern Europe, Latin America and USA

**Motto:** Make Contacts to Contracts

**Participants since 2005:** around 6.200

**Countries of origin since 2005:** Participants from 74 countries

**Speakers since 2005:** around 520

**FOCUS 2014:** Innovation and Smart Cities

**Previous Focus Areas:**

East-West Summit on Innovation & Infrastructur (2013)

East-West Summit on Innovations for Growth in the Danube Region (2012)

East-West Summit on Innovation & Sustainability (2011)

East-West Summit on Energy & Sustainability (2010)

East-West Summit: New opportunities through East-West Cooperation (2009)

Challenge Russia - Europe-Russia: New Opportunities (2008)

Future Investments for Europe (2007)

Sustainable Solutions for the Information Society (2006)

Information and Consulting (2005)

since 2005 ❖ > 520 Speakers ❖ > 6.200 Participants ❖ from 74 countries of origin

# Impressions previous events



former speakers here:  
participants here:

<http://www.icon-vienna.net/former-speakers/>  
<http://www.icon-vienna.net/participants/>



# Your company presentation at iconvienna 2014



- ✓ Admission tickets for you and your key business partners
- ✓ Information on our presentation area
- ✓ Roll up placement at registration and get-together area
- ✓ Space by branding partner partitions
- ✓ Multimedia presentation
- ✓ Corporate video of your company at iconvienna 2014
- ✓ Website integration [www.icon-vienna.com](http://www.icon-vienna.com)
- ✓ Logo placement in our reporting
- ✓ Enclosure of the give-aways to the participants at iconvienna
- ✓ Involvement in public relations
- ✓ "Name Sponsorship" for welcome reception, coffee breaks, etc.
- ✓ Insertions or advertorials and guest comments in our "iconvienna anniversary publication"
- ✓ Interview in "best of" movie on youtube
- ✓ Logo placement on insertions in magazines, websites, newspapers, etc.
- ✓ Involvement as a speaker - know-how transfer

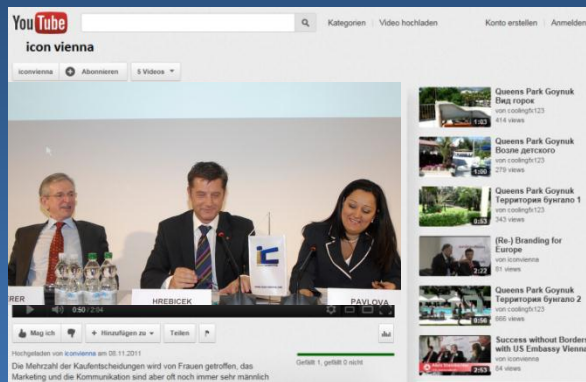


**MAKE CONTACTS TO CONTRACTS**

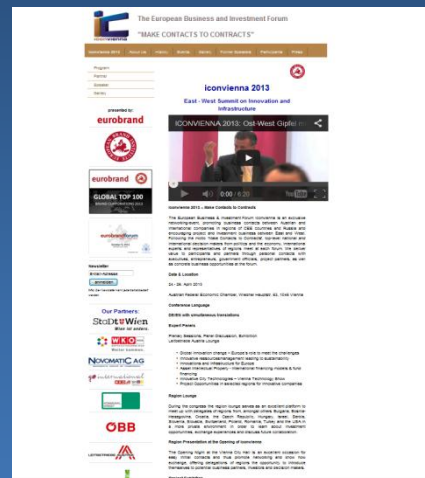
# Communication services for partners



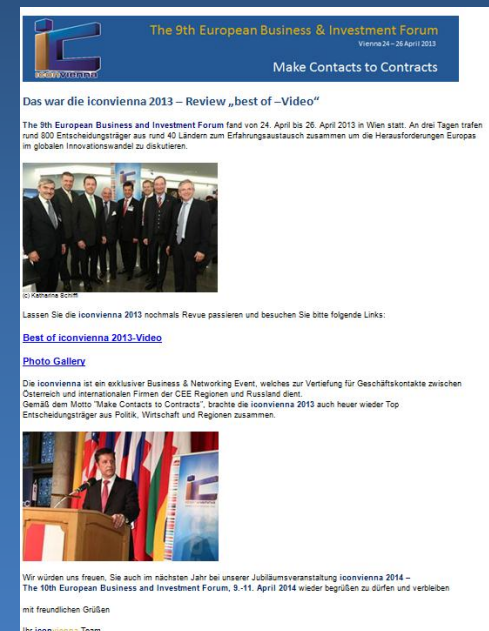
iconvienna on youtube channel



iconvienna website



newsletter campaign



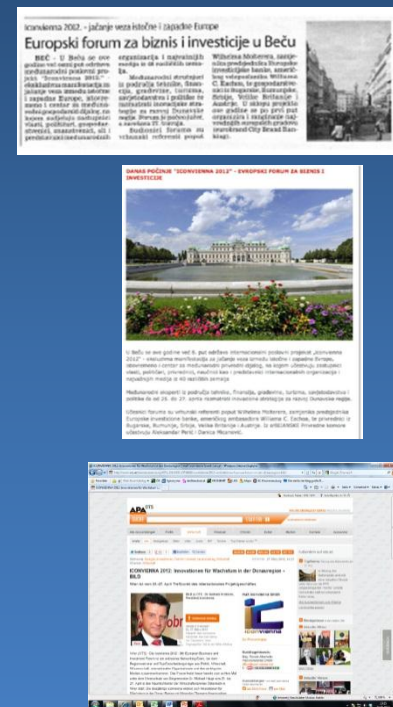
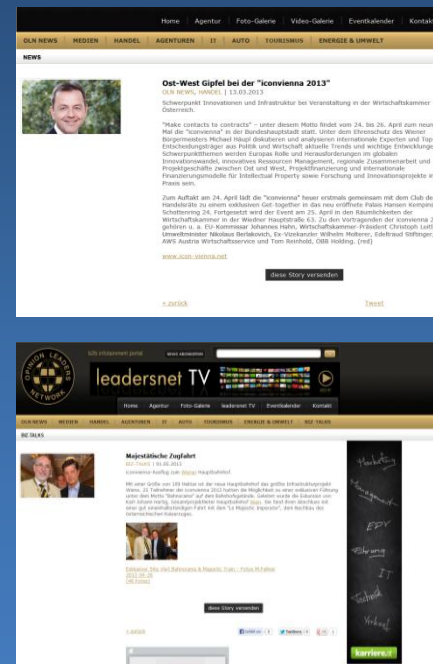
- Newsletter Campaign Dec 13 – April 14 iconvienna database and partners
  - **Over 150.000 top level B2B contacts (national and international)**
- Daily website update [www.iconvienna.net](http://www.iconvienna.net)
- “Best of iconvienna” on youtube channel

## MAKE CONTACTS TO CONTRACTS

# Communication services for partners



National and international press coverage:



- Press announcement international and national
- International and national media coverage (announcements and post-coverage) of the event

## MAKE CONTACTS TO CONTRACTS

# 10 YEARS iconvienna ANNIVERSARY Publication



- iconvienna - The Business and Investment Forum magazine featuring facts and figures around the 10th anniversary and highlights of the past 9 years
- **Opportunity** for our clients and partners to be presented in this special edition magazine with:
  - Interviews (full page)
  - Advertorials – corporate presentation (half page/full page)
  - Ads (half page / full page)
- **Target group:** opinion leader, company representatives and top level national and international decision makers from business, politics, regions, science and research, universities, media, international organizations, diplomacy, government officials, entrepreneurs, investors



**MAKE CONTACTS TO CONTRACTS**



# Our Partners



MAKE CONTACTS TO CONTRACTS





# MEET YOU THERE!



The 10th European Business & Investment Forum  
Vienna, April 09-11, 2014

Make Contacts to Contracts



In Kooperation mit:

StadT  Wien



# iconvienna in brief



## iconvienna 2014– Make Contacts to Contracts

The European Business & Investment Forum **iconvienna** is an **exclusive Business & Networking Event**, promoting **business contacts** between **Austrian** and international companies in regions of **CEE** countries and Russia and encouraging project and investment business between East and West. Following the motto “**Make Contacts to Contracts**”, top-level national and international decision makers from politics and economy, international experts and representatives of regions meet at the forum. We deliver value to participants and partners through personal contacts with executives, entrepreneurs, government officials, project partners, as well as concrete business opportunities at the forum.

**Conference Language** - DE/EN with simultaneous translations

## Expert Panels

During the day, national and international experts present and discuss contemporary key issues that are vital to Europe’s integration and sustainable development.

## Region Presentation at the Opening of iconvienna

The Opening Night at the Vienna City Hall is an excellent occasion for easy initial contacts and thus promote networking and know how exchange, offering delegations of regions the opportunity to introduce themselves to potential business partners, investors and decision makers.

## Project Exhibition

Enterprises and regions present best practice projects and opportunities. This is an excellent chance to network, attract investors and to acquire new business partners.

## High Ranking Participants

CEOs, entrepreneurs, top politicians, representatives of regions, international organisations and science meet at the **iconvienna** forum. Including side events, participants from approximately 40 different countries join each forum.



# Vision & Mission



## Vision

iconvienna - the appealing platform in the centre of Europe for the effective promotion of economic and social integration in Europe.

## Mission

iconvienna offers an appealing, promoting and effective environment including the features of the city of Vienna such as:

- Vienna as a secure hub for the international Project-Businesses for political and economical representatives.
- a mix of new and effective business and social events for regions and companies including amongst others exhibitions, presentations, lounges, contact areas, panel discussions and keynote speeches, dinners and receptions, as well as
- cooperation with public institutions, business incorporations, media and business partners from the East and West .

iconvienna emblazes the background for a successful integration between East and West, especially

- the actual economic development within the East and the West regional "Priority"-Projects
- Best Practice experiences of regions and companies, as well as environmental, resource and financial questions

iconvienna provides an effective and efficient contact platform between East and West, in which

- targeted contacts to experts and decision makers can be established,
- the attractive side events offer an ideal atmosphere to establish a cooperation network including targeted contacts to business partners,
- the international business network can be of use year-round and equity financing, growth capital and advancing across partners can be provided.

## MAKE CONTACTS TO CONTRACTS

# Statements



Bei Veranstaltungen wie der **iconvienna 2014** ist die wirtschaftliche Zusammenarbeit, vor allem die Entstehung neuer Kontakte, im Fokus des Europagedankens. Wien steht als „Stadt im Herzen Europas“ als Wirtschafts- und Informationsplattform und auch als Vertreter einer Wirtschaftsregion mit zahlreichen Perspektiven im Mittelpunkt der Veranstaltung. In Wien, an der ehemaligen Grenze zwischen West und Ost, wurden schon durch Jahrzehnte Dialoge für Zukunft und Entwicklung „räumlich angesiedelt“. Diese Drehscheibe ist unsere Stadt geblieben. Die **iconvienna** als European Business and Investment Forum unterstreicht diesen Standort, wichtige Beiträge zur wirtschaftlichen Zusammenarbeit sind Inhalt für Gegenwart und Zukunft.

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



**iconvienna** – the European Business and Investment Forum – is *the* effective and efficient **contact platform** for project and investment businesses between East and West.

Already for the 10th year **iconvienna** is featuring the City of Vienna as a hub for East-West opportunities and as a centre for the international economic and business dialogue. Following the motto “**Make Contacts to Contracts**” **iconvienna** represents the best arena for networking at the top executive level and is a unique possibility to exchange know-how and to find new business partners.

With this year’s focus “**Innovations and Smart Cities**” **iconvienna 2014** presents the latest trends and urban innovations of internationally significant issues like new technology, technology transfer, energy efficiency, project financing, E-mobility and Smart Cities.

As President of **iconvienna** I wish all participants successful and enjoyable days in Vienna!

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



**iconvienna 2014**, European Business and Investment Forum, takes place for the tenth time already.

Tying on the success of the past years the forum developed into a prestigious East-West platform for high level Networking. Following the motto “**Make Contacts to Contracts**” **iconvienna** creates space for international decision makers and opinion leaders from economy, politics and science to discuss current topics, future trends and concrete projects and thereby securing Austria’s leading position as an innovator and business pioneer in the CEE countries.

As chairman of **iconvienna** I wish all participants interesting and successful days at the forum.

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

## MAKE CONTACTS TO CONTRACTS

# Statements



The climate change challenge is the test of our times. The statement will address why environmental protections – such as those needed to combat climate change – are not incompatible with, and can even accelerate economic growth. To make the case, it will highlight the work that is done in the United States to generate economic growth while respecting environmental concerns, including some of the steps the U.S. has taken to "green" our economy. In concluding, it will be discussed why international cooperation is needed for any successful effort to mitigate the effects of climate change

H.E. William C. Eacho III., Former Ambassador of the United States of America to Austria



Innovative environmental and energy technologies are determining factors in raising energy efficiency as well as the usage of renewable energy sources. Hence, I welcome the current initiatives and the focus of iconvienna. Decision makers in politics and economy as well as numerous experts will meet to discuss these topics within the framework of this international forum. It is clear: a highly - qualified exchange of views and experience is irreplaceable.

Federal Minister Dr. Reinhold Mitterlehner, Federal Ministry of Economy, Family and Youth



The chance to tackle the economic and climate crisis is to create a social, environmental and competitive economy. Eco-innovation and new environmental technologies are sustainable sources of growth and job creation. Great opportunities with innovation of environmental technologies and energy from biomass, solar, hydro and wind energy. Currently, there are approximately 185,000 green jobs in Austria and by increasing the share of renewable energy to 34% can further 75,000 jobs will be created and saved. The Environment Ministry, Austria will establish itself as a successful location for research, skill, technology and labor. The iconvienna is an important event for Achieve this objective, Austria to establish itself as a hub for sustainable development.

Federal Minister DI Nikolaus Berlakovich, Former Federal Minister for Agriculture, Forestry, Environment and Water Management.



# Statements



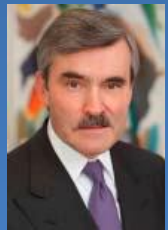
**iconvienna** has become one of the most important business events in Austria and has taken a place in the calendar of business events. This forum offers an excellent platform for businessmen, politicians, and scientists from the East and the West to make new contacts and benefit from interesting, first-hand opinions and presentations. Every executive should be at the state-of-the-art on these important topics. Especially in this area international cooperation is indispensable, and **iconvienna** provides a good opportunity to foster this cooperation.

**DR. Christoph Leitl**, President Austrian Federal Economic Chamber



Wiens Unternehmen nehmen als Exporteure und Investoren heute eine wesentliche Rolle in den mittel- und osteuropäischen Märkten ein. Dies ist das Resultat eines sehr frühzeitig gestarteten und mit Nachdruck betriebenen Engagements. Derzeit ist Wien Sitz von rund 300 überregionalen Headquarters und damit als Sprungbrett zum Osten ausgezeichnet positioniert. Die Vorteile Wiens, seine Lage und sein Human Capital, überzeugen immer mehr internationale Konzerne, von hier aus ihre Geschäftstätigkeiten bis in den zentralasiatischen Raum zu koordinieren.

**KR Brigitte Jank**, President, Vienna Chamber of Commerce and Industry



Die **iconvienna** ist eine bewährte Plattform für die internationale Zusammenarbeit insbesondere zwischen West und Ost. Diese Kooperation ist auch in den Bereichen Energie und Nachhaltigkeit von zunehmender Bedeutung. Wien hat sich als Standort für diese langjährige Veranstaltungsreihe sehr bewährt.

**Mag. Alois Steinbichler**, CEO Kommunalkredit Austria AG

# Statements



Building Prosperity is one of the four pillars of the Action Plan for the EU Strategy for the Danube Region. At the heart of this lies the development of Knowledge society, innovation and competitiveness. In the regional perspective this means cross-border cooperation and transfer of knowledge, which cannot be achieved without better regulation and mobilization of funding at the EU and national level, including public and private resources for key technologies and SME financing.

Mag. Wilhelm Molterer, Vice-President and member of the Management Committee of the European Investment Bank



The innovation policy is one of the key areas for enhancing the competitiveness of the economy and accelerating the growth potential. In the context of the objectives of Europe 2020, most of the Danube region countries should put their efforts into: regional cooperation, sustainable integrated regional development, use of the local potential, sustainable management of the natural resources, energy efficiency, improving the transport connectivity and access to the markets, as well as better education quality and highly qualified workforce, innovative infrastructure and high added value production.

Liliyana Pavlova, Former Minister of Regional Development & Public Works, Bulgaria

presented by:



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Wien, Dezember 2013 maX iconvienna GmbH

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## **MAKE CONTACTS TO CONTRACTS**