

AUSSEN
WIRTSCHAFT
FORUM

**DANUBE REGION BUSINESS SUMMIT –
A STREAM OF OPPORTUNITIES**

Wednesday, 6 November 2024

PROGRAM

Venue: Austrian Federal Economic Chamber | Wiedner Hauptstraße 63 | 1040 Vienna
Master of Ceremony: Cornelia ERTL | Event language: English
As of: 01.07.2024 | Subject to changes | Further speakers will be added to program

Supported by



WEDNESDAY, 6.11.2024

09.00 – 10.00 SIGN-UP AND SOCIAL START

10.00 – 10.30 OPENING ADDRESS - DANUBE REGION BUSINESS SUMMIT

VENUE: JULIUS RAAB SAAL

- **Harald MAHRER** | President, Austrian Federal Economic Chamber
 - **N.N.** | Representative, Ministry for European and International Affairs of Austria (tbc)
 - **Martin KOCHER** | Minister, Ministry of Labour and Economy of Austria
 - **N.N.** | Directorate General for Regional and Urban Policy, European Commission (tbc)
 - **Edin FORTO** | Minister of Communications and Transport of Bosnia and Herzegovina (tbc)
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10.30

KEYNOTE

CHARTING EUROPE'S ENERGY TRANSITION & GREEN STRATEGY 2030: INSIGHTS FROM THE DANUBE REGION

VENUE: JULIUS RAAB SAAL

Christina VERCHERE | CEO, OMV-Petrom (Romania)

10.50

SETTING THE MACROECONOMIC STAGE

SHARING ECONOMIC INSIGHTS FROM A BIRD'S EYE VIEW OF THE DANUBE REGION

VENUE: JULIUS RAAB SAAL

Gabriel FELBERMAYR | Director, Austrian Institute of Economic Research (Austria)

11.10

GLOBAL POLICY CONTEXT: IMPACT ON ECONOMIC POLICIES AND FUTURE REALITIES IN THE DANUBE REGION WITH A PARTICULAR FOCUS ON THE US PRESIDENTIAL ELECTIONS

VENUE: JULIUS RAAB SAAL

Matthew SHERWOOD | Senior Global Economist and Lead Commodities Editor, The Economist, Economist Intelligence Unit: EIU (United Kingdom)

11.25

PANEL DISCUSSION - POWERED BY TPA GROUP

DANUBE REGION – A STREAM OF OPPORTUNITIES

VENUE: JULIUS RAAB SAAL

IMPULSE: UNLOCKING THE DANUBE REGION'S POTENTIAL AS EUROPE'S GROWTH ACCELERATOR

Claudia HUBER | Head of Economic Policy Department, Austrian Federal Economic Chamber (tbc)

Harald STRANZL | Ambassador, National Coordinator, Director Foreign Economic Relations, Ministry for European and International Affairs (Austria)

MODERATOR: **Cornelia ERTL**

- **Thomas HANEDER** | Managing Partner, TPA Group CEE/SEE
- **Norbert KURILLA** | Advisor to President of Slovak Republic for Environment, Energy, Climate Change and Entrepreneurship; Vice-chair of OECD Green Action Task Force and Vice-President of the sixth United Nations Environment Assembly
- **Gert-Jan MUIJL** | Head of Department Strategy & International Affairs, via donau – Österreichische Wasserstraßen GmbH; Priority Area Coordinator 1A
- **Nenad PACEK** | Founder & President, GSA Global Success Advisors & EMEA Business Group
- **Atanas PEKANOV** | Economist, Macroeconomics and Public Finance, Austrian Institute of Economic Research; Former Deputy Prime Minister of Bulgaria
- **Wolfram SENGER-WEISS** | Member of the Management Board, Gebrüder Weiss GmbH

Core idea and primary focus: "The remarkable growth trajectory of the Danube Region positions it as a leading force in European economic expansion, poised to catalyze growth across Western Europe. This necessitates robust strategies for fostering brain circulation within the region and facilitating dynamic innovation exchanges across multiple fronts. Additionally, the Silk Road Initiative holds potential implications for the region's economic landscape. Against this backdrop, geoeconomic developments, efforts to rebuild Ukraine, and the imperative of maintaining economic and political stability in the region emerge as pivotal considerations."

12.15

BUFFET LUNCH

VENUE: FOYER C1

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- 13.00** **STREAM 1: RESHAPING SUPPLY CHAINS: NEARSHORING, RESHORING AND THE INNOVATION DYNAMICS IN THE DANUBE REGION**
VENUE: CONFERENCE ROOM: TBD
- 13.00** **KEYNOTE “THE FUTURE OF MANUFACTURING: AUTOMATION, ROBOTIZATION AND INDUSTRIAL INNOVATION IN THE DANUBE REGION”**
Mario HOLZNER | Executive Director, Vienna Institute for International Economic Studies (wiiw, Austria)
- 13.15** **PANEL 1 “RESHAPING SUPPLY CHAINS: NEARSHORING, RESHORING AND INNOVATION OUTSHORING”**
MODERATOR: **Christian LASSNIG** | Austrian Commercial Counsellor in Warsaw
- **Martina LE GALL MALAKOVA** | Director, Industry Innovation Cluster (Slovak Republic)
 - **Martin NEUREITER** | Founder and CEO, CSR Company International Ltd. (Cyprus)
 - **Azra SARIC** | Country Director for BiH, HTEC Group (Bosnia and Herzegovina)
 - **Thomas SCHEUCHER** | Managing Director Affiliate Group, AVL List GmbH (Austria)

Core idea and primary focus: Supply Chain Disruptions and Evolving Skills: Catalysts for Near- and Reshoring in the Danube Region. “Supply chain disruptions and the emergence of new skill sets in the region are driving an expansion of near- and reshoring activities by Western companies. These competencies are further bolstered by automation, robotization, and industrial innovation in the Danube region. Additionally, there is a growing trend of innovation outshoring, which is increasingly vital for Western multinationals looking to expand their innovation centers within the Danube Region.

14.00

IMPULSE "SCALING UP LOCAL INNOVATION TRIUMPHS TO FORGE A REGIONAL ECOSYSTEM EVOLUTION"

Robert VASS | Founder and President, GLOBSEC Policy Institute (Slovak Republic)

14.10

PANEL 2 "SCALING UP LOCAL INNOVATION TRIUMPHS TO FORGE A REGIONAL ECOSYSTEM EVOLUTION"

MODERATOR: **Katarína CSÉFALVAYOVÁ** | Executive Lead, Danube Tech Valley Initiative, GLOBSEC Policy Institute (Slovak Republic)

- **Irina OBUSHTAROVA** | Co-Founder & CEO, The Recursive (Bulgaria)
- **Michal TAKÁČ** | Founder & CEO, DimensionLab (Slovak Republic)

Core idea and primary focus: Within the Danube Valley, a distinctive blend of traditional industries, established corporations, and emerging technological start-ups forms a unique landscape. This region not only showcases economic, societal, and demographic conditions highly compatible with next-generation technology and Industry 4.0 but also stands at the crossroads of innovation which remains paramount to enhance international competitiveness and establish foundations for sustainable economic growth models. Unfortunately, indicators from the European Innovation Scoreboard consistently highlight the region's lagging performance compared to other European counterparts.

13.00

STREAM 2: UNVEILING THE CIRCULAR ECONOMY: PIONEERING GREEN TECHNOLOGY FOR THE GREEN DEAL ERA - POWERED BY RAIFFEISEN BANK INTERNATIONAL

VENUE: CONFERENCE ROOM: TBD

KEYNOTE "VIENNA GOES CIRCULAR: LIVING WITHIN PLANETARY BOUNDARIES"

Bernadette LUGER | Head of Coordination Unit for Resource Conservation and Sustainability in the Construction Sector, City of Vienna (Austria)

13.15

PANEL 1 "CLOSING THE LOOP: THE PROMISE OF CIRCULAR ECONOMY"

MODERATOR: **Thomas SPAZIER** | Austrian Commercial Counsellor in Riga

- **Martin BASILA** | Founder and CEO, SENSONEO, Advisor of the Minister of Environment (Slovak Republic)
- **Markus COSTABIEI** | Founder & CEO, Solerte GmbH (Austria)
- **Dominik HOLZNER** | CEO, HOLDOM Enterprise (Hungary)
- **Bernadette LUGER** | Head of Coordination Unit for Resource Conservation and Sustainability in the Construction Sector, City of Vienna (Austria)

Core idea and primary focus: The Green Deal pioneers a holistic economic transformation with a focus on circular economy principles, thus setting the stage for an economy-wide transformation, prioritizing the advancement of circular economy models built on regenerative principles. What exemplary practices can we find in the Danube Region, and how might countries and stakeholders in the region leverage mutual learning opportunities?

14.00	B2G AND B2B SESSION IN COLLABORATION WITH INCOMING MISSION “CIRCULAR ECONOMY” FROM BULGARIA, HUNGARY, CROATIA AND ROMANIA Master of Ceremony: Konrad ECKL Director Energy/Sustainability/Natural Resources
13.00	STREAM 3: ENHANCING HUMAN RESOURCES AND SKILLS, RETAINING TALENT AND CREATING BRAIN CIRCULATION IN THE DANUBE REGION VENUE: CONFERENCE ROOM: TBD
13.00	KEYNOTE “STATE OF TALENT, SKILLS AND COMPETENCES IN HUMAN RESOURCES ACROSS THE DANUBE REGION” Maryna TVERDOSTUP Economist, Vienna Institute for International Economic Studies (wiiw, Austria)
13.15	PANEL 1 “EMPOWERING FUTURE GENERATIONS: CULTIVATING TALENT THROUGH DUAL AND WORK BASED EDUCATION” MODERATOR: Sabine RADL Digital Media & Communication, Austrian Federal Economic Chamber <ul style="list-style-type: none">- Andrej HUTTA Vice-President of the Slovak Employer’s Association (AZZZ SR), Chairman of the Board, Dual Education Association (Slovak Republic)- Mariana KUEHNEL Deputy General Secretary, Austrian Federal Economic Chamber (Austria)- Ivanka NOVAKOVIĆ Founder & CEO, ProConsulting Organisational Development (Serbia)- Jakob SELINGER CEO, ecoTRAIN GmbH (Austria)- Zoran VARGA Advisor for Education, Croatian Chamber of Trades and Crafts (Croatia) <p><i>Core idea and primary focus:</i> The Austrian Federal Economic Chamber leads the way in collaboration with local ministries, institutions, and stakeholders to spearhead dual education projects across multiple countries in the Danube Region. Exploring the potential of dual education projects and work-based learning initiatives holds promise in nurturing talent and empowering the next generation.</p> <p>By taking these proactive steps, we can foster the development of skilled and motivated workforce, thereby fueling economic growth and fostering the success of businesses throughout the region.</p>

14.00

IMPULSE “ENHANCING TALENT RETENTION IN THE DANUBE REGION”

Petra DRAXL | Managing Director, Public Employment Service Austria, Central Office (Austria)

14.15

PANEL 2 “ENHANCING TALENT RETENTION, FACILITATING BRAIN CIRCULATION AND AMPLIFYING TALENT OPPORTUNITIES IN THE DANUBE REGION”

MODERATOR: **Sonja HOLOCHER-ERTL**, ADVANTAGE AUSTRIA

- **Marijeta BARJAKTAROVIĆ LANZARDI** | State Secretary and National S3 Coordinator, Ministry of Education, Science and Innovation, Government of Montenegro (Montenegro)
- **Petra DRAXL** | Managing Director, Public Employment Service Austria, Central Office (Austria)
- **Simona Alice HUEBL** | Co-Founder, Space Talents (Austria)
- **Veronica MALCOCI** | Head of Management Board, GRAWE Carat Asigurari S.A. (Republic of Moldova)

Core idea and primary focus: Cultivating talent and supplying it to both national and local companies marks just one phase of the broader human resources journey aimed at furnishing qualified labor forces for local economies. To enhance talent retention and bolster their status as preferred destinations for international talents or digital nomads, national governments, institutions, and companies can explore various strategies. These may include implementing attractive incentive programs, fostering vibrant cultural and professional communities incl. company and social onboarding initiatives, enhancing work-life balance initiatives, providing opportunities for continuous skill development, and promoting a welcoming and inclusive environment conducive to personal and professional growth. How might centers of excellence contribute to addressing these challenges?

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- 13.00** **STREAM 4: GEOECONOMIC TRANSFORMATIONS: CLIMATE NEUTRALITY AND THE REALITIES POST-FEBRUARY 2022**
- COOPERATION PARTNER AUSTRIAN NATIONAL BANK**
VENUE: CONFERENCE ROOM: TBD
- 13.00** **KEYNOTE “HOW TO ACHIEVE CLIMATE-NEUTRAL ENERGY IN THE DANUBE REGION”**
- Artur LORKOWSKI** | Director, Energy Community Secretariat
- 13.15** **PANEL 1 “FURTHER STEPS TO BE TAKEN TOWARDS CLIMATE-NEUTRAL ENERGY SYSTEMS IN THE DANUBE REGION”**
- CHAIR: **Thomas REININGER** | Senior Principal Economist, Austrian National Bank
- **Günter PAURITSCH** | Head of the Centre Energy Industry, Infrastructure & Energy Partnerships, Austrian Energy Agency
 - **Violeta PHILIPPITSCH** | Head of International Services, Environment Agency Austria (Umweltbundesamt GmbH)
 - **Georg ZACHMANN** | Senior Fellow Energy and Climate Policy, Brussels based Think Tank Bruegel
- Core idea and primary focus:*** Following the Russian invasion of Ukraine, significant shifts have occurred in the energy markets across Europe, particularly in the Danube region. Concurrently, all EU member states are required to submit their national energy and climate plans. By November, preliminary steps towards implementation may already be under discussion (e.g., in SK, RO). The panel discussion will address inquiries concerning energy infrastructure, connectivity, and energy flows, while also focusing on planning and financing the energy sector’s transformation. This includes initiatives within the EU such as the RRP, as well as efforts for EU candidates facilitated through ERPs, the Western Balkan Reform & Growth Facility, and IPAs.
- 14.15** **SESSION 2 IMPULSE “DOING BUSINESS IN UKRAINE AND THE REGION TO FACILITATE ECONOMIC RECOVERY”**
- TBC N.N.**
- 14.30** **PANEL 2 “DOING BUSINESS IN UKRAINE AND THE REGION TO FACILITATE ECONOMIC RECOVERY”**
- MODERATOR: **Georg WEINGARTNER** | Austrian Commercial Counsellor in Kyjiw
- **Anna DEREVYANKO** | Managing Director, EBA European Business Association Ukraine (Ukraine)
 - **Stefan HAID** | Roland Berger Strategy Consultants (Austria)
 - **Oleksandr PYSARUK** | CEO, Raiffeisenbank Ukraine (Ukraine)
 - **Ines ROCHA** | Regional Director for Europe, International Finance Corporation (IFC), Worldbank Group
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Core idea and primary focus: In the aftermath of the Russian invasion of Ukraine, the reconstruction of the country, including its infrastructure, economy, social environment, and business climate, is paramount for revitalizing Ukraine's economy. Of particular importance is the rejuvenation of the vast agricultural sector. The primary objectives are to generate value in both industry and agriculture and to foster prosperity for the population. This panel will delve into Ukraine's needs, the potential for Western support, and the optimal path forward for its citizens. Additionally, the panel will spotlight the key insights and learnings from the Roland Berger Workshop held on Tuesday, November 5th.

13.00

STREAM 5 – WORKSHOPS

VENUE: CONFERENCE ROOM: TBD

WORKSHOP 1

BOOSTING CREATIVITY & INNOVATION FOR LASTING BUSINESS GROWTH, SUCCESS, AND RESILIENCE

Antonija PACEK | Head of Creativity and Innovation Practice, Global Success Advisors, Founder of IMAGINO® Concept

Core idea and primary focus: In today's volatile and hypercompetitive world, organizations need to outsmart their competitors on a regular basis. As creativity with relevant ideas/solutions is a fuel to innovation, corporations cannot be great at innovating if their employees' creativity is neglected. Science suggests creativity can be assessed and trained. IMAGINO® assessment tool is based on cutting-edge research, and it scientifically measures individual creativity and corporate innovation climate strengths and gaps in one go. The assessment discovers who are the most creative employees within organization, and more importantly, identified creativity gaps of each employee are addressed and closed via bespoke, individual coaching sessions. This is followed by a bespoke workshop that addresses identified corporate innovation gaps. The underlying goal is that every employee within a corporation unlocks his/her full creativity potential to better deal with uncertainties and corporate challenges, and to help organizations sustainably grow, stay resilient, and outperform their competitors. This workshop will help participants understand to elevate idea flow and idea originality, to reimagine the future, to nurture growth mindset, as well as to cultivate innovation culture.

14.00



WORKSHOP 2

LEADERSHE, LEADERSHIP SKILLS OF THE FUTURE

Oana NAŠTASE BLECKENWEGNER | Holistic Life, Career and Leadership Coach

Eva EDELMÜLLER | Head of Group Talent Attraction & Talent Management, MM Group

Bernadette HAWEL | Director, Woman in Business, Austrian Federal Economic Chamber

Core idea and primary focus:

- What leadership style have the participants at the workshop? – short assessment
- New global challenges as transitioning from a
 - VUCA (volatile, uncertain, complex, ambiguous)
 - to BANI (brittle, anxious, nonlinear, incomprehensible)
- What leadership skills are needed in the present global context?
- Presenting the main characteristics required in this environment and making a parallel with the feminine leadership and feminine natural qualities in matters of integrative, inclusive and authentic approach for future leaders.
- Presenting the PEC method: Presence, Empathy, Communication

15.45	CLOSING SESSION VENUE: JULIUS RAAB SAAL
15.45	STREAMS AND PANELS RECAP: KEY LEARNINGS AND TAKE-AWAYS Master of Ceremony: Cornelia ERTL MODERATOR: Martha SUDA Austrian Commercial Counsellor in Sarajevo <ul style="list-style-type: none">- Katarína CSÉFALVAYOVÁ Executive Lead, Danube Tech Valley Initiative, GLOBSEC Policy Institute (Slovak Republic)- Sonja HOLOCHER-ERTL, ADVANTAGE AUSTRIA (Austria)- Christian LASSNIG Austrian Commercial Counsellor in Warsaw (Poland)- Thomas SPAZIER Austrian Commercial Counsellor in Riga (Latvia)- Georg WEINGARTNER Austrian Commercial Counsellor in Kyiv (Ukraine)
16.15	DARE TO JUMP: EMERGING TRENDS IN HIGH PERFORMANCE AND BOLD LEADERSHIP Motivational Speech Cedric DUMONT Red Bull Athlete
16.45	CLOSING ADDRESS <ul style="list-style-type: none">- Caroline ADENBERGER Chief Operating Officer, ADVANTAGE AUSTRIA- Harald STRANZL Ambassador, National Coordinator, Director Foreign Economic Relations, Ministry for European and International Affairs (Austria)- N.N. Representative, Ministry of Foreign Affairs Bosnia and Hercegovina
17.00	DANUBE REGION WINE TASTING (IN COOPERATION WITH TRADE DELEGATIONS, REPRESENTATIONS, EMBASSIES IN VIENNA) Lead by N.N.
