



**Edgar Baum**  
Founder & CEO Avasta Incorporated

“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.”



**Martin Essl**  
Head of Austria, Uber

“At Uber, we share the same vision as the cities where we operate. All of us want cleaner, less-congested cities where everyone can move freely. In partnership with cities and transit agencies, we want to help make public transit more accessible and easier to use while reducing private car ownership.”



**Waltraud Kaserer**  
Vice President Corporate Communications & Investor Relations, Lenzing AG

“As a leader in sustainability Lenzing is one of the most trusted ingredient brands in the textile and nonwovens businesses. To strengthen this position and make the brands more visible at consumer level the Lenzing Group rolled out the new branding strategy, brand story and brand visuals a year ago, moving from a BtoB business model to a BtoBtoC brand positioning.”



**Ernst-Peter Brezovszky**  
Head of UNESCO-Unit, Federal Ministry for Europe, Integration and Foreign Affairs

“Branding plays an ever bigger role also in Foreign Politics. UNESCO is a very good example. Be it World Cultural Heritage, Intercultural Dialogue, Safety of Journalists, AI, and many other highly emotional issues, UNESCO has succeeded in putting its stamp on these topics. The UN-Organisation for Education, Science and Culture has created more than a few brands which shall contribute to a wider outreach for key-questions of our days.”



**Weixi Gong**  
Chief Investment Promotion Division, Department of Trade, Investment and Innovation, UNIDO

“In order for SMEs and other stakeholders in developing countries to take advantage of investment opportunities, they must have the necessary capacity. UNIDO helps both public and private investors upscale their investments and thereby increase their impact. These activities have positioned UNIDO in the global value chain of development and contribute towards the achievement of the SDGs.”



**Klaus Heidinger**  
Global Center of Competence Cities  
Head of City IT Solutions, Siemens

“Economic growth and being committed to sustainable targets is one of the biggest challenges for Businesses and Public Sector. Siemens is supporting Cities to achieve their environmental targets related to Climate Actions (Carbon and Air Emissions) by using state of the art technologies. As Industry player we are fully committed to SDG targets which drives our entire value chain from production centres to services. Sustainable Growth will lead to competitive advantages and increases livability.”



**Gerhard Hrebicek**  
President European Brand Institute

“This year’s motto BRANDS CREATE PROSPERITY highlights the impact of brands today and even more in the future. Brands – if proactively managed and measured – create value for companies and associations, cities, regions and national economies. We will discuss how brands contribute to competitiveness and sustainable growth, achieving the UN Sustainable Development Goals, show case studies and success stories of UNIDO projects, introduce alternative financing opportunities for brands to enable strategic transformation for sustainable development.”



**Vesna Vlahovic-Dasic**  
Marketing Director, Coca-Cola Austria

“Coca-Cola is an icon – today we would like to present another icon: Our Römerquelle brand has always been at the forefront of green innovation and sustainability. Now we have achieved a milestone: We converted the entire Römerquelle portfolio to bottles made of 100% recycled PET bottles.”



**Herbert Kovar**  
Partner Tax, Managing Partner Tax & Legal, Deloitte

“Immaterial properties are the value drivers of 21st century’s economy. Business cases of globally successful companies are based on brands and patents. Still traditional financing and accounting rules do not take into account the specifics of immaterial properties. Therefore the aim is that financing and accounting recognizes IP in the future.”



**Olga Memedovic**  
Deputy Director and Chief of Business Environment, Cluster and Innovation Division, TII, UNIDO

“Branding can help to enhance competitiveness, and add value to the products, producer and customer. Successful brands embody great ideas, values, vision, and personality. Branding can also be a strategic tool for countries. Successful countries draw on their comparative advantages to identify their image, key products, emphasize their capabilities and use appropriate policies to strengthen such attributes to attract people, key strategic partners and foreign direct investment.”



**Stefan Krenn**  
Secretary General, Novomatic AG

„For NOVOMATIC, the number one European gaming technology group and global player, a well thought out brand strategy is essential, because customers in more than 70 countries should associate our brand with the right attributes. Like our brand ambassador Niki Lauda who, as NOVOMATIC, stands for internationality, innovation and technology. We are happy to be a part of the iconvienna Brand Global Summit, where we can exchange views with experts from different industries on the important issues of image and brand building.“



**Toni Cheng**  
General Manager, Alibaba Cloud DACH & CEE Region

“Branding for Internet Company means Trust, means Capability of Innovation. Alibaba Cloud ET Brain, it is our brand of vertical solutions based on computing, big data and intelligent algorithm technologies. e.g. Our ET Industrial brain is helping companies establish a full lifecycle data algorithm platform to achieve transparent production processes and increase productivity.”

# 15 YEARS | iconvienna BRAND GLOBAL SUMMIT

April 9-10, 2019



presented by

# BRANDS CREATE PROSPERITY



# 15 YEARS | Iconvienna BRAND GLOBAL SUMMIT

April 9<sup>th</sup> – 10<sup>th</sup> 2019

"BRANDS CREATE PROSPERITY"

## BRAND GLOBAL COUNCIL MEETING

TUESDAY, APRIL 9<sup>th</sup> | 17.30 – 20.00

Novomatic Forum, Friedrichstraße 7, 1010 Vienna

17.30 – 18.00 REGISTRATION

18.00 – 18.10 WELCOME & OPENING

Gerhard **Hrebicek**, President European Brand Institute  
Stefan **Krenn**, Secretary General, Novomatic AG

18.10 – 18.20 IMPULSE STATEMENTS

Bobby **Calder**, Kellstadt Professor of Marketing, Kellogg Graduate School of Management  
Gerhard **Hrebicek**, President European Brand Institute  
Tienan **Li**, China National Institute of Standardization

18.20 – 18.35 CERTIFIED BRAND – CERTIFICATION CEREMONY

Gerhard **Hrebicek**, President European Brand Institute

18.35 – 18.45 COCA-COLA AUSTRIA

18.45 – 19.00 INTRODUCTION OF THE NEW ADMIRAL BRAND AMBASSADOR

Presented by ADMIRAL-Management

19.00 – 20.00 RECEPTION & NETWORKING

## ICONVIENNA BRAND GLOBAL SUMMIT

WEDNESDAY, APRIL 10<sup>th</sup> | 9.30 – 13.30

Vienna International Centre, Wagramer Straße 5, 1400 Vienna, M Plenary Room (M-Building, 1st floor)

Conference Language: English

08.30 – 09.30 SECURITY CHECK-IN/ REGISTRATION



09.30 – 09.50 WELCOME & OPENING

Moderation

Sonja **Kato**, UNIKATO Communication & Coaching

Gerhard **Hrebicek**, President European Brand Institute

Philippe **Scholtès**, Managing Director of Programme Development and Technical Cooperation, UNIDO

09.50 – 10.20 IMPULSE DIALOG ON COMPETITIVENESS OF BRANDS, GEOGRAPHIC BRANDS, BRAND FINANCING

Opening session provides an overview of all topics of the event

Ernst-Peter **Brezovszky**, Head of UNESCO-Unit, Federal Ministry for Europe, Integration and Foreign Affairs, Austria

Gerhard **Hrebicek**, President European Brand Institute

Olga **Memedovic**, Deputy Director and Chief of Business Environment, Cluster and Innovation Division, TII, UNIDO

10.20 – 11.00 BRANDS FOR COMPETITIVENESS AND SUSTAINABLE GROWTH: THEORY

To support the advancement of private sector competitiveness through branding as an important strategy tool to enlarge local and export market shares and create jobs.

Panel chair & Impulse Statement

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

Klaus **Heidinger**, Global Center of Competence Cities Head of City IT Solutions, Siemens

Waltraud **Kaserer**, Vice President Corporate Communications & Investor Relations, Lenzing AG

Stefan **Krenn**, Secretary General, Novomatic AG

Vesna **Vlahovic-Dasic**, Marketing Director, Coca-Cola Austria

11.00 – 11.20 THE FUTURE OF URBAN MOBILITY – CONTRIBUTION TO SUSTAINABLE DEVELOPMENT

Having a long-term perspective which focuses on sustainability is a defining factor in the future of urban mobility. The new smart cities need an efficient and sustainable transport system to support the needs of citizens.

Panel chair

Alexandra **Millonig**, Senior Scientist Dynamic Transportation Systems, AIT

Martin **Essl**, Head of Austria, Uber

Franz **Hammerschmid**, Head of Market-Management and Corporate Communications, ÖBB Infra AG

11.20 – 11.50 BREAK

11.50 – 12.20 BRANDS FOR COMPETITIVENESS AND SUSTAINABLE GROWTH: CASE STUDIES

Clusters and regional branding. What we can learn from practical examples: structure and branding.

Success stories of branding as part of the UNIDO technical cooperation projects, including representatives of UNIDO projects beneficiaries:

Panel chair

Fabio **Russo**, Senior Industrial Development Officer, Business Environment, Cluster and Innovation Division, TII, UNIDO

Robert **Harutyunyan**, Chairman of the Development Association of light industry in Armenia  
Success story of brand “5900 BC” in Armenia

Farrukh **Alimdjanov**, Industrial Development Officer, Business Environment, Cluster and Innovation Division, Department of Trade, Investment and Innovation, UNIDO  
Success story of “LA’AL Textiles” brand in Tajikistan

Manuela **Eyvazo**, Value Chain Development Consultant, Business Environment, Cluster and Innovation Division, TII, UNIDO  
Success story of “branding in Montenegro”

Olivier **Girardin**, Director of Fondation Rurale Interjurassienne (Switzerland)  
Success story of “Swiss traditional food products contest demonstrating the role of a brand facilitating access to the market and replication of experiences in Morocco and Tunisia”

12.20 – 12.50 BRAND INVESTMENTS – ALTERNATIVE FINANCING

The goal is to provide knowledge of the benefits of Brand Investments both for the macro economy but also for SMEs, with a special view also on developing countries. Brand investments as a great tool for sustainable growth and creating jobs but also the support to the “transition to a knowledge and digital based economy”

Panel chair

Weixi **Gong**, Chief of Investment Promotion, TII, UNIDO

Edgar **Baum**, Founder & CEO, Avasta Incorporated

Herbert **Kovar**, Partner Tax, Managing Partner Tax & Legal, Deloitte

Klaus **Müllner**, Partner SummerLight Capital Partners

12.50 – 13.20 COMPETITIVE AND STRATEGIC TRANSFORMATION OF OEM TO BRAND, LEADING TO SUSTAINABLE DEVELOPMENT

Brand management for competitiveness; geographic indications and regional brands; Financial resources, pre requisites/challenges and needs; digital transformation.

Panel chair

Gerhard **Hrebicek**, President European Brand Institute

Toni **Cheng**, General Manager, Alibaba Cloud DACH & CEE Region

Wolfgang **Hötschl**, former CEO Kelly GmbH & Advisory Board Member European Brand Institute

13.20 – 13.30 CLOSING

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

13.30 – 14.30 INDIVIDUAL NETWORKING & LUNCH

## COCKTAIL RECEPTION – 15 YEARS

WEDNESDAY, APRIL 10<sup>th</sup> | 19.00 – 22.00

Vienna City Hall, Volkshalle, Lichtenfelsgasse 2, 1010 Vienna

Hosted by the Mayor and Governor of Vienna Michael Ludwig

Stadt  Wien

Invitation only Event!

18.30 – 19.00 REGISTRATION

19.00 – 19.30 WELCOME & OPENING REMARKS

Gerhard **Hrebicek**, President European Brand Institute  
Representative City of Vienna

Olga **Memedovic**, Deputy Director and Chief of Business Environment, Cluster and Innovation Division, TII, UNIDO

H.E. Lourdes **Viktoria-Kruse**, Ambassador of the Dominican Republic and Permanent Representative to the International Organizations in Vienna

19.30 – 22.00 NETWORKING COCKTAIL

Musical repertoire from the Ibero-American Orchestra of Vienna  
Fernando **Zonda**, Maestro, Dirigent

With cultural program & cigar, rum, chocolate and wine  
Presented by the Corps Diplomatique for Latin America and the Caribbean

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