



BRANDS FOR SUSTAINABILITY

September 30th 2020 Vienna City Hall – October 1st 2020, & Vienna International Centre



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION





ABOUT US



Brands contribute to competitiveness and sustainable growth, achieving the UN Sustainable Development Goals (SDGs)

On 1 October 2020, UNIDO will host the Brand Global Summit 2020: Brands for Sustainability in a format of a livestream conference.

Brands are intangible assets, especially in a COVID-19 shaken world. As global pandemic wreaks disruption and uncertainty, industries and companies are forced into exploring new ways of creating economic value, inter alia, through increased digital presence accompanied by strategic branding.

Co-organized with the European Brand Institute (EBI), the Summit will provide an insight into brands' emergence as a major driving force behind the sustainable economic value and enhanced business resilience in an increasingly digitalized world economy, especially in the context of the COVID-19 crisis and post-crisis phase.



OVERVIEW



Expert Panels

During these days, national and international experts present and discuss contemporary key issues that are vital to Europe's integration and sustainable development.



Project and Region 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, public and private sector worldwide as well as diplomatic community. Including side events, participants from approximately 50 different countries join the forum.



Exclusive receptions

Experience top-class receptions e.g. at the Vienna City Hall under the patronage of the Mayor and Governor of Vienna



PREVIOUS EVENTS





OPPORTUNITIES



- Excellent opportunity for **presentation and promotion of your brand or project** at an International level with **National & International wide public attention**
- **Worldwide participation** converging international organizations, public and private sector, academia and businesses for upscaling the impact of branding for enhanced competitiveness and prosperity
- Collaboration with European Brand Institute and UNIDO for joint **development of projects** for creation and advancement of brands, including Russian brands and others as a **prerequisite for success**
- Access to **extensive experiences and expertise** of the UN System (the largest, most familiar, most internationally represented and most powerful intergovernmental organization in the world)
- Create interest for brands as a tool for **value creation**
- Find **new collaboration partners** – national & international
- Promote **investments** and the **establishment** of new companies
- Attention to global challenges and **new opportunities** in the era of globalization, digitalization and the new industrial revolution (Industry 4.0) by open floor discussions and finding new ideas and solutions



PROGRAM



Thursday, October 1st 2020

BRAND GLOBAL SUMMIT – Brands for Sustainability
Location: UNIDO C Building, C6 & C0711



11.30 – 13.00

Press Conference - World Brand Index Presentation

Location: UNIDO D1751

12.00 – 13.00

Security Check-in/ Registration

13.00 – 13.45

Welcome & Opening remarks

13.50 – 14.35

Brands need Digitalization, Digitalization needs Brands & IP

The importance of brands increases among consumers as well as among shareholders, investors, managers and employees of enterprises especially in the Digitalization era.

14.40 – 15.25

Brand Investments for Sustainability

As an intangible asset, the value of brands will become one of the most important assets to the balance sheet and a tool for financial investments, creating value, growth and prosperity, while enabling a level of resilience.



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15.30 – 16.25

Brands for competitiveness - creating sustainable growth and resilience

Recent global developments have demonstrated that sustainable growth cannot be achieved without economic resilience. Brands can help companies attract new talent, increase customer loyalty and sales, improve their market position and facilitate exports to new markets.

16.30 – 17.10

„FUTURE TALK“

Sustainable brands can be a great means to ensure investment into companies that actively contribute to the 2030 Agenda and its Sustainable Development Goals. Investing in sustainable brands meet the requirements of institutional investors, thus supporting the more sustainable products and services, which has positive social and environmental impact.

17.10 – 17.30

Closing Remarks / Announcements

17.30 – 19.00

Brand Global Council Networking

Location - D1751



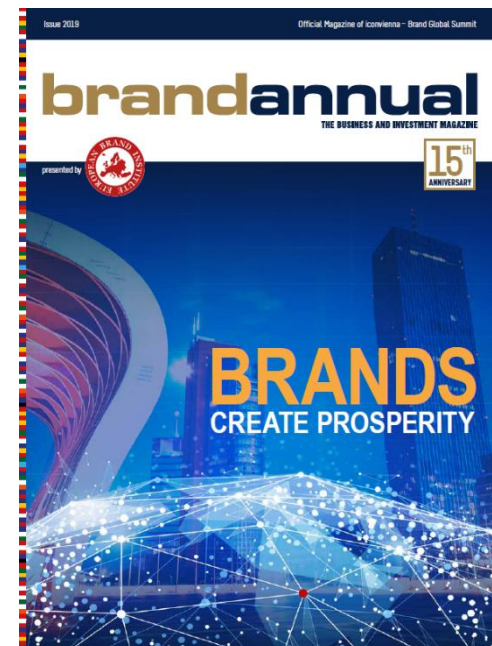
brandannual MAGAZINE



The **brandannual** magazine will be issued for the **7th time in June 2020**.

The magazine covers brand-relevant topics in the area of financing, brand management, current studies, people and industry trends.

- **Circulation:** 10.000 printed copies
- **Target group:** National and international decision makers from business, politics, science and research, media, international organizations, diplomacy, regions, lawyers, investors, entrepreneurs, government officials
- **Print and online:** www.brandglobal.org/brandannual





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