October 18, 2023  
Location: UNIDO Headquarters – Vienna International Centre  
Hybrid format, LANGUAGE: English

9.30 – 10.30  Security Check-in / Registration

10.30 – 10.50  WELCOME & OPENING BGS 2023
- **Moderation:** Sonja Kato, Communikato & Coachings
- Gerd Müller, Director General, UNIDO (pre-recorded video message)
- Gerhard Hrebicek, President, European Brand Institute

10.50 – 11:05  BRANDS FOR IMPACT
*The economic contribution and impact of sustainable brands based on latest studies*

- Gerhard Hrebicek, President, European Brand Institute
- Marco Kamiya, Chief, Division of Digital Transformation and AI Strategies, UNIDO

11.05 – 11:50  PANEL: BRANDS, DIGITALIZATION AND INNOVATION FOR IMPACT – A GLOBAL PERSPECTIVE
*“Impact by Innovation” - best practice examples and opportunities to achieve the SDGs*

- **Moderation:** Farrukh Alimdjanov, Industrial Development Officer, Department of Digitalization, Technology and Innovation, UNIDO
- **Impulse:** Dr. Alexander Biach, Deputy Director Vienna Chamber of Commerce and Industry  
  *Vienna as a global example*

Marco Matteini, UNIDO expert on sustainable energy
How ISO 50001 EnMS can strengthen building a brand positioning strategy around ESG  
Shraddha Srikant, UNIDO project in India  
Jagdeep Hira, Managing Director, Pakka Ltd.  
“CHUK” serviceware branding example  
Rene Arnold, VP Corporate Communications Deputy, Huawei  
Innovative Business Models to democratize access and affordability

11.50 – 12:40  PANEL: Alternative Financing to strengthen BRAND’S impact and VALUE
*Financing Brands & IP, Tokenization, NFTs, Investments for growth*

- **Moderation:** Alexander Fazekas, CONDA, Vienna, Finance Options for SMEs

  in Cooperation with  
  SummerLight  
  CAPITAL PARTNERS

Herbert Kvar, Partner Deloitte Tax  
Cindy Alysha Abigail, Finance expert, UNDP (tbc)  
Daniel Horak, Co – Founder & Co – CEO CONDA, Vienna,  
*Finance Options for SMEs*

FALKENSTEINER
*Practical example of fundraising for an SME (tbc)*
12.40 – 13.40  Lunch BREAK

13.40 – 14.00  Keynote: Challenges for Brands in a fast-changing world
EU Green Deal, taxonomy, digital transformation, Infrastructure,

Natalia Feriencikova, Attorney at law, LGP
Women and youth entrepreneurship, alternative financing for growth

13.40 – 14.45  PANEL: BRAND’S impact on digital transformation & Women
An opportunity where brands can make a difference
Impulse: Cecilia Ugaz Estrada, UNIDO Gender Expert
Presentation of the report “Gender, Digital Transformation and Artificial Intelligence” in Cooperation with
Moderation: Sonja Kato, Communikato & Coachings

Elke Pichler, Magnolia Tree, Technology as a driver for Brand Value
Women entrepreneurship & digital / AI, Use of Big data for Brand Management
Nina Kaiser, 4 Gamechangers Festival
Women and artificial intelligence
Monica Racek, CEO, Admiral
Employer Branding & Women

14.45 – 15.30  PANEL: Regional Brands, Clusters and Institutional Branding
Best practice examples

Moderation: Fabio Russo, Chief SME Development and Job Creation, UNIDO

Franco Silva, UNIDO IUMP Project in Venezuela
Smart farming and branding of the panela value chain
Lia Rosida, Communications Expert, UNIDO Project in Indonesia MyNyale brand
Araksiya Grigoryan, UNIDO Project in Armenia
Institutional branding: SPACE59, Light Industry Training & Service Center
Yulia Kniha, UNIDO Project in Belarus
Institutional branding: Workshop 16, 4IR Technology Center
Nuria Ackermann, UNIDO project in Tunisia
Tunisian umbrella brand promoting local food flagship products from different regions

15.30 – 16.15  PANEL: Implementation of ESG
Practical examples

LSEG data
The Relevance of data for ESG Implementation
Jörg Spreitzer, CEO, Great Place to Work
Cultural challenges when implementing ESG in Organizations
Best Practice Example for implementation in organizations
René Massatti, Geschäftsführer und Gründer
Playroom1 IMPACT – a tool for implementation
16.15 – 16.30  FUTURE OF/FOR BRANDS –Brands for impact

Gerhard Hrebicek, President, European Brand Institute
Ana Paula Nishio de Sousa, Incoming Chief, Division of Digital Transformation and AI Strategies, UNIDO