

AUSTRIA CONNECT NORTH AMERICA 2017



PROGRAM Society-Transforming Technologies

10th Annual Conference for Executives of
Austrian Subsidiaries in the U.S. and Canada

Stanford University Campus
Stanford, CA | September 21-22, 2017

www.advantageaustria.org/us

We would like to acknowledge the generous financial contributions from our sponsors:

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Rudolf Thaler
Austrian Trade
Commissioner
Los Angeles

X. AUSTRIA CONNECT NORTH AMERICA 2017

Society-Transforming Technologies

Yes, we have started to use Roman numerals. This is the 10th edition of AUSTRIA CONNECT NORTH AMERICA, the Annual Conference for Executives of Austrian Subsidiaries, and – fitting the occasion – we have chosen the world-famous Stanford University as this year’s venue. The cradle of the Silicon Valley is a fitting place to talk about the future of mankind and the changes that are brought about by the rapid advance of technology.



Michael Friedl
Austrian Trade
Commissioner New York

The title of our one-day conference is "Society-Transforming Technologies." We will explore methods to predict the future, disruptive innovations, the secret of success in tackling innovation in the Silicon Valley, and glimpse into the future of energy storage. In the afternoon, we touch on use-centered innovation.

The conference language is English and the program is subject to changes. The evening receptions as well as the optional Saturday morning program are open to spouses and partners.



Peter Sedlmayer
Austrian Trade
Commissioner
Chicago

Who should attend?

- US and Canada-based executives of Austrian subsidiaries
- Austria-based executives of companies involved in the operation of North American subsidiaries
- Executives of Austrian companies planning to set up a subsidiary in North America
- US and Canadian representatives of Austrian companies
- Austrians working as executives for top US and Canadian companies



Christian Lassnig
Austrian Trade
Commissioner
Toronto

Feel free to forward this invitation to your peers and colleagues within your Austrian network in the USA. We look forward to welcoming you all in Palo Alto!

Rudolf Thaler
Austrian Trade Commissioner in Los Angeles

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PROGRAM DRAFT – AUSTRIA CONNECT NORTH AMERICA 2017

Palo Alto, CA September 21 – 22, 2017

THURSDAY, SEPT 21

7.00 – 10.00 PM

WELCOME RECEPTION

(Jürgen Roth, Vice President Austrian Federal Economic Chamber, will be in attendance)

Computer History Museum

1401 N. Shoreline Blvd, Mountain View, CA 94043

FRIDAY, SEPT 22

AUSTRIA CONNECT 2017

Bechtel Conference Center, Encina Hall, Stanford University Campus
616 Serra Street, Stanford, CA

8.15 AM

REGISTRATION AND BREAKFAST

9.00 AM

OPENING REMARKS

Wolfgang Waldner

Austrian Ambassador

Jürgen Roth

Vice President Austrian Federal Economic Chamber

Richard Dasher

Professor, Stanford University

9.30 AM

OVERVIEW OF US ACTIVITIES

Rudolf Thaler, Michael Friedl, Peter Sedlmayer, Christian Lassnig, Andreas Stauber

Austrian Trade Commissioners in the US and Canada

9.45 AM

PRESENTATION OF THE SPONSORS

10.30 AM

COFFEE BREAK

MORNING SESSION

WHAT THE FUTURE HOLDS, DISRUPTIVE INNOVATION

10.45 AM

METHODS TO FORECAST THE FUTURE AND ACT UPON IT

Sean Ness

Director Institute of the Future

11.45 AM

HARDWARE TRENDS 2017

Cyril Ebersweiler

Founder and Managing Director of HAX, the leading hardware accelerator in Silicon Valley.

12.45 – 2.00 PM

BUFFET LUNCH & NETWORKING

AFTERNOON SESSION

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INNOVATION ACCELERATION, ENERGY STORAGE, DESIGN THINKING

2.00 PM

THE SECRET OF SUCCESS – SILICON VALLEY APPROACH TO INNOVATION

Rick Rasmussen

Industry Fellow and Faculty Member at UC Berkeley

2.45 PM

GLIMPING THE FUTURE: ENERGY STORAGE

Prof. Fritz Prinz

Full Professor at Stanford University

3.15 PM

COFFEE BREAK

3.45 PM

DESIGN THINKING WORKSHOP

John Edson

CEO of Lunar, a prominent company in use-centered innovation (part of McKinsey)

4.30 PM

WRAP-UP

Rudolf Thaler

Austrian Trade Commissioner in Los Angeles

EVENING PROGRAM

7.00 – 10.00 PM

NETWORKING RECEPTION SILICON VALLEY STYLE

Plug & Play Tech Center

440 North Wolfe Road, Sunnyvale, CA 94085

SATURDAY, SEPT 23

Optional group activity – VISITING A WINERY IN SILICON VALLEY

10:30 departure from Hotel Crowne Plaza

Wine tasting at a Winery in Silicon Valley with Lunch

2:00p return to Hotel

Cost is approx. USD 75 (depending on number of participants)

PLEASE ADVISE DURING REGISTRATION IF YOU'D LIKE TO PARTICIPATE

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REGISTRATION :

USE THE FOLLOWING
LINK:

<http://www.formdesk.com/advantageaustria/AustriaConnect2017>

**REGISTRATION
DEADLINE:**

AUGUST 22, 2017

CONFERENCE HOTELS

PRIMARY HOTEL:

**Crowne Plaza
Cabana Palo Alto**
4290 El Camino Real,
Palo Alto, CA 94306
T +1 (650) 628-0103

9/21 (Thur) rate is US\$ 259 per room and night (King or Double Queen bed room) for single or double occupancy; 9/22 (Fri) rate is US\$ 115 per room and night (King or Double Queen bed room); Book online at www.cabanapaloalto.com or by phone (877) 227-6963 and give group code "ATC" to receive these courtesy rates.

Cut-off date for rooms was August 22, 2017, please go directly to website of hotel for best available rate

Transfer to all events will be provided from and to the hotel.

SECONDARY HOTEL:
(VIS-A-VIS)

**Dinah's Garden
Hotels Palo Alto**
4261 El Camino Real,
Palo Alto, CA 94306
T +1 (650) 493-2844

9/21 (Thur) rate from USD 275 per room and night (King or Double Queen bed room) for single or double occupancy; 9/22 (Fri) rate from USD 130 per room and night (King or Double Queen bed room) for single or double occupancy; When booking on www.dinahshotel.com use "Austria Connect 2017" to receive these courtesy rates.

Cut-off date for rooms was August 22, 2017, there are a few rooms left

Transfer to all events will be provided from and to the hotel.

CONFERENCE FEE AND CANCELLATIONS :

CONFERENCE FEE

- For our generous sponsors: free
- For US subsidiaries or Austrian WKO members: USD 350 (EUR 320) per participant
- Others (service providers like lawyers, freight forwarders and tax advisors, etc.): USD 480 (EUR 440) per participant (limited availability-please check with the Austrian Trade Commissions before registering)

Conference fee includes: welcome reception, all conference sessions plus conference materials, coffee breaks, conference lunch and official conference evening receptions.

Spouses and partners of registered participants are invited to attend the Welcome Reception and the Evening

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Reception without additional fees. Please indicate if you will be accompanied by a spouse/partner when registering for the conference. Registration fee does not cover hotel and travel expenses **or the optional Saturday activity at the winery.**

CANCELLATION

Cancellation without penalty is possible only until August 22, 2017. After that date the full registration fee will be charged. To cancel your participation, please send an email to the Austrian Trade Commission in New York at newyork@advantageaustria.org.

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