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The 6th European Business & Investment Forum

East - West Summit on Energy and Sustainability

April 21 - 23, 2010
Vienna

Make Contacts to Contracts



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Welcome to **iconvienna 2010**



iconvienna, the European Business and Investment Forum, is an important economy and investment platform, for the promotion of personal contacts with executives, entrepreneurs, project partners from the CEE area and Russia. Thus **iconvienna**, which takes place for the 6th time already, plays an important role for the economic collaboration in Europe. Vienna – located in the very centre of the central European region, strategically in the heart of the “new Europe” is one of the continent’s most promising economic region – despite difficult framework conditions. At the former border between East and West, lies a region with a lot of imagination. As mayor of Vienna, I am very happy that Vienna was chosen as home and center for this forum and wish all participants successful as well as interesting and relaxing days in our wonderful city.

DR. MICHAEL HÄUPL, Mayor and Governor of Vienna



iconvienna – the European Business and Investment Forum – is the effective and efficient **contact - platform** for project and investment businesses between East and West. Already for the 6th year **iconvienna** is featuring the City of Vienna as a hub for East-West opportunities and as a center for the international economic and business dialogue. Following the motto “**Make Contacts to Contracts**” **iconvienna** represents the best arena for networking at the top executive level and is a unique possibility to exchange know-how and to find new business partners. With this year’s focus “**East West Summit on Energy and Sustainability**” **iconvienna 2010** presents the latest trends and innovations of internationally significant issues like energy efficiency, energy and environmental technology to create jobs, project financing, regional cooperation opportunities and social networks. As President of **iconvienna** I wish all participants successful and enjoyable days in Vienna!

DI DR. GERHARD HREBICEK, President, **iconvienna**



iconvienna 2010, European Business and Investment Forum, takes place for the sixth time already. Tying on the success of the past years the forum developed into a prestigious East-West platform for high level Networking. Following the motto “Make Contacts to Contracts” **iconvienna** creates space for international decision makers and opinion leaders from economy, politics and science to discuss current topics, future trends and concrete projects and thereby securing Austria’s leading position as an innovator and business pioneer in the CEE countries. As chairman of **iconvienna** I wish all participants interesting and successful days at the forum.

KR DR. RENÉ ALFONS HAIDEN, Chairman **iconvienna**

KEY SPEAKERS **iconvienna 2010**

Following key speakers already confirmed their participation:

DI **Niki Berlakovich**, Austrian Federal Minister of Agriculture Forestry, Environment and Water Management

Prof. **Vladimir Balashov**, Institute for Innovation Management, Academy of National Economy of the Russian Federation

Michael Eckhard, President ACORE (tbc)

Tasko Ermenkov, Executive Director, Agency for Energy Efficiency Bulgaria

Prof. **Timothy Krantz**, Professor for Environmental Studies, University of Redlands, USA

Dr. **Christoph Leitzl**, President Austrian Federal Economic Chamber

Dr. **Eugene Miagkov**, Alternate Executive Director, Russian Federation, World Bank Group

Igor Rudensky, Deputy, Russian State Duma, Privolzhsky Area

Dr. **Helmut Schreiber**, Vice President Center of Excellence for Renewable Energy, Energy Efficiency and Environment

Mag. **Alois Steinbichler**, CEO Kommunalkredit Austria AG

Be a part of iconvienna 2010 and meet national and international decision makers following the motto „Make Contacts to Contracts“!

Plenary Session on Energy and Sustainability

THURSDAY, 22 APRIL 2010, 09.00 – 17.30

Panel I – Energy Efficiency and Sustainable Buildings

"The cheapest kilowatt is the one not used." Forty percent of energy costs are for heating and cooling of buildings. Therefore, the easiest way to reduce emissions is to create more energy efficient buildings.

Panel II – Project Financing

Banks and financial institutions discuss with regional representatives financial challenges and present concrete programs and opportunities for PPP and structured financing for infrastructure projects.

Panel III – Global Development of Energy and Environmental Technology

Over the next 25 years, worldwide energy demand is projected to increase by 50 percent, and global economic output will double. In order to meet the energy demands of future generations, new technologies are needed. In this panel opportunities, needs and programmes for investments, technical developments and job creations will be discussed.

Panel IV - Regional Cooperation for Energy and Environment

Regional cooperation creates opportunities for the efficient utilization of resources, meet the demand for energy, help to optimise investments and minimize harmful emissions.

Panel Discussion – Renewable Energy – Energy for the Future?

Industries are moving towards the use of renewable energies and are reducing fossil fuels. In this panel the aspects of sustainability and the use of renewable resources are discussed by experts and industry leaders.

Site Visits

FRIDAY, 23 APRIL 2010, 09.00-18.00

ENERGYbase

is an office building that exclusively uses renewable energies. The passive house standard makes it possible to keep energy requirements at a particularly low level.

Austrian Institute for Technologies (AIT)

The Energy Department of AIT develops sustainable energy systems based on cutting-edge research and provides innovative solutions for tomorrow's energy problems.

MODUL University Vienna (tbc)

is an internationally oriented organization for research and education on tourism, new media technology and public governance. It offers first-class education in Tourism and Hospitality Management as well as a Master Program of "Science in Sustainable Development, Management and Policy".

Visit of biogas and wind park facilities

in Burgenland and Lower Austria, which are famous for its achievements of alternative energy utilities.

Side Events

WEDNESDAY, 21 APRIL 2010, 19.00 – 23.00

Opening Night at Vienna City Hall

Located in the heart of Europe, Vienna symbolizes the European hub for high-level business contacts. iconvienna functions as a platform for business and investment opportunities between East and West. Be a part of the opening of iconvienna 2010 and combine business with culture at the prestigious Vienna City Hall!

THURSDAY, 22 APRIL 2010, 19.00.30-23.00

Cocktail and Gala Dinner* at Palais Festetics

The President of Vienna Chamber of Commerce and Industry, KR Brigitte Jank, invites delegates and decision makers of leading businesses and financial institutions to a private reception, followed by a Gala Dinner where Austria's finest cuisine is served, to put the guests in the right mood for successful networking.

FRIDAY, 23 APRIL 2010, 18.00 – 21.00

Farewell Evening*

wine tasting at a traditional Austrian Heurigen hosted by the Governor of Burgenland (tbc).

soNet – The iconvienna Offline Forum for the Online Society

THURSDAY, 22 APRIL 2010, 10.00 - 17.45

Private & Technology/Innovation - Social Networks online and offline | Offers and potentials | Usage for beginners | Chances and risks | New technologies and products | Innovations and global cooperations

FRIDAY, 23 APRIL 2010, 10.00 – 17.45

Business and Cooperation - Business with social networks | Social networks for experts | "77 mistakes of networking" | Access at work | Business models | Everybody knows everybody



iconvienna 2010

East West Summit on Energy and Sustainability



iconvienna 2010 – MAKE CONTACTS TO CONTRACTS

The European Business & Investment Forum is the contact platform for project and investment business between East and West. According to the motto "Make Contacts to Contracts" we deliver value to participants and partners through personal contacts with executives, entrepreneurs, government officials, project partners, as well as concrete business opportunities at the forum.

DATE & LOCATION

21-23 April 2010

Austrian Federal Economic Chamber, Wiedner Hauptstr. 63, 1045 Vienna

CONFERENCE LANGUAGE

DE/EN/RU with simultaneous translations

EXPERT PANELS

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

KEY TOPICS PLENARY SESSIONS ON ENERGY AND SUSTAINABILITY

- Energy Efficiency and Sustainable Buildings
- Project Financing
- Global Development of Energy and Environmental Technology
- Regional Cooperation for Energy and Environment
- Renewable Energy

KEY TOPICS soNet – THE iconvienna OFFLINE FORUM FOR THE ONLINE SOCIETY

Private and Technology/Innovations
Business and Cooperation

REGION LOUNGE

During the congress the region lounge serves as an excellent platform to meet up with delegates of regions from, amongst others, the Czech Republic, Hungary, Slovakia, Latin America and the USA in a more private environment in order to learn about investment opportunities, exchange experiences and discuss future collaboration.

REGION PRESENTATION AT THE OPENING OF iconvienna

The Opening Night at the Vienna City Hall is an excellent occasion for easy initial contacts and thus promote networking and know how exchange, offering delegations of regions the opportunity to introduce themselves to potential business partners, investors and decision makers.

PROJECT 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, international organisations and science meet at the iconvienna forum. Including side events, approximately 1.000 participants from 40 different countries join each forum.



iconvienna on facebook – join the online community for latest updates and to get in touch with other participants and future business partners!