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Austria Connect Gulf 2011

RLD

Dubai – Raffles Hotel

CLASS

27. November 2011

PART

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NER

Riding on the success of Austria Connect Gulf 2009 & 2010, the Austrian Trade Commission Abu Dhabi, together with the Austrian Trade Commissions for Teheran, Damascus and Riyadh are all set to host the third trans-regional conference, Austria Connect Gulf 2011, in Dubai.



PREAMBLE



Die Weltwirtschaftslage ist unsicherer geworden - auch in den schnellwachsenden und reichen Staaten am persischen Golf. Zählen diese Märkte bereits zu den „Emerging Markets“ und bieten damit ein fast westeuropäisches Bild, so befinden sich am Golf auch ausgesprochene „Frontier Markets“, die zwar risikoreicher sind, aber auch ein ganz anderes Potential bieten.

Österreichs Wirtschaft hat sich dank des Baubooms in Dubai rasch etabliert; mit dem Rückgang dort mussten aber neue Märkte in der Region erschlossen werden. Dies bedeutet oft eine Anpassung der Regionalstrategie oder für Neueinsteiger die Frage, ob es sich überhaupt noch auszahlt, in den Golfstaaten Geschäfte anzubahnen. Alternativ könnte man sich auf die neuen „Frontier Markets“ konzentrieren, denn dort ist manchmal nicht so viel Konkurrenz.

Diese Themen sollen in Rahmen von AUSTRIA CONNECT GULF 2011 von Fachleuten aus der Region, den öst. Wirtschaftsdelegierten in den oben genannten Ländern (Dr. Müllauer, Irak, Mag. Prunis, Saudi Arabien, Mag. Friedl, Iran, Dr. Penzias, VAE und Pakistan) und den öst. Firmen in Dubai auf Praxisebene behandelt werden. Teilnehmer erhalten bei der Veranstaltung umfassendes Material über die wichtigsten Projekte in der Zukunft, die Geschäftspraktiken und -möglichkeiten, samt Beiträge von Rechtsexperten, Marketingfachleuten und Beratungsdienstleistern. Einen besonderen Schwerpunkt wird dem Thema Werbung und PR sowie interkulturelle Aspekte gewidmet, wo Praxiserfahrung und Lernbeispiele vorgestellt werden.

As the outlook for the world economy is getting cloudier even the fast growing GCC and Gulf countries have to confront similar questions. In spite of the fact that some countries are already considered as “emerging markets” indicating their mature development, other countries on the Arabian Gulf are still labeled “Frontier Markets” reflecting a higher risk factor there.

Austrian companies have been quick in establishing a presence in Dubai thanks to the construction boom. But the downturn there meant that business had to be shifted to other GCC and Gulf markets. The resulting change of strategy has impacted Austrian companies' plans, as well as it made the entry for newcomers more complex. The question is, if one should try to strengthen the presence in the established and wealthy Gulf Economies or focus on the more profitable but also riskier Frontier Markets in the region.

This is the main theme for AUSTRIA CONNECT GULF 2011 and will be extensively discussed and presented by industry experts, analysts and by the Austrian Trade Commissioners and their teams from Saudi Arabia (Pierre Prunis) Iraq (Kurt Müllauer) Iran (Michael Friedl) and UAE, Qatar, Kuwait, Bahrain, Pakistan (Wolfgang Penzias). You will receive updates on the economic landscape, lists of major projects and business practices there from a range of experts. A special focus will highlight PR and Advertising as well as the intercultural aspects of doing business in the Gulf countries.

PROGRAM - AUSTRIA CONNECT GULF 2011

SATURDAY 26 NOV 2011		
INDIVIDUAL ARRIVAL IN DUBAI		
20:00h	OPTIONAL: MEET THE AUSTRIAN BUSINESS COUNCIL IN DUBAI AND DINNERCRUISE IN THE DUBAI MARINA	
SUNDAY 27 NOV 2011		
CONFERENCE MAIN TOPIC: WHICH COUNTRIES ARE MORE ATTRACTIVE? EMERGING OR FRONTIER MARKETS IN THE GULF		
9:00-10:00h	1.0 "THE RICH AND THE FAMOUS" OF THE GULF STATES	Moderation: Wolfgang Penzias
	1.1. PANEL DISCUSSION:	Panel of High Powered Speakers form Research Centers, Banks and Analysts
	IS THE EMERGING MARKET STATUS JUSTIFIED FOR SAUDI ARABIA, UAE, KUWAIT, QATAR, OMAN, BAHRAIN	
10:00-10:45H	1.2. THE EXPERTS TALK: IS AUSTRIA WELL CONNECTED TO THE GCC?	Moderation: Iris Heinz Austrian Trade Commissioners from Saudi Arabia and the UAE & Experts from the region
Coffee break		
11:00-12:30h	2.0 THE FRONTIER MARKETS around the GULF: IRAQ, IRAN, Afghanistan and Pakistan	Moderation: Iris Heinz Country specialists and Austrian Trade Commissioners to Iraq, Iran and UAE
	2.2 IRAN - A Glimpse Behind the Veil 2.3 IRAQ - Difficult and growing strongly 2.4 Pakistan - Always on the brink, but... 2.5 Afghanistan - Not for the faint hearted	
Lunch Break	Power Lunch and guest speaker "A personal view on MENA Region after the Arab spring"	Dr. Gordian Gaeta, Alwan Capital Dubai
14:30-16.00h	3.0 SIMULTANEOUS HELD BREAK OUT SEMINARS AND COUNTRY FOCUSES	

3.1 IRAQ SESSION <i>Presentation of legal and business framework for Austrian companies.</i>	3.2 ABU DHABI OR DOHA <i>Which market is more promising? Special contribution from MEED Projects.</i>	3.3 IRAN SESSION <i>The impact of international sanctions on trade and politics in Iran – are they effective?</i>
Austrian Trade Commissioner for Iraq and Meyer Reumann & partners	Mrs Carine Souaiby, Al Mullah Law firm, Mr. Basel Shammout, Pearl Development Comp	Austrian Trade Commissioner for Iran and legal expert

16:00-16:15h	Coffee Break	
16:15-17:15h	4.0 Special Panel Discussion ADVERTISING AND PR IN THE GCC: impact of Social Networks for Business? Intercultural Aspects and PR in the Gulf	Speakers and Presentations from Marketing, Legal and HR Experts
17:30	5.0 Meet the Experts (individual advice for your business plans) Appointments needed (see Registration)	Austrian Trade Commissioners from Saudi Arabia, Iran, Iraq and the UAE
Evening		
19:30h	THE AUSTRIA CONNECT GALA DINNER Award Ceremony of the Austrian Business Council "Best Austrian Company in the GCC 2011"	Invited guests

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