

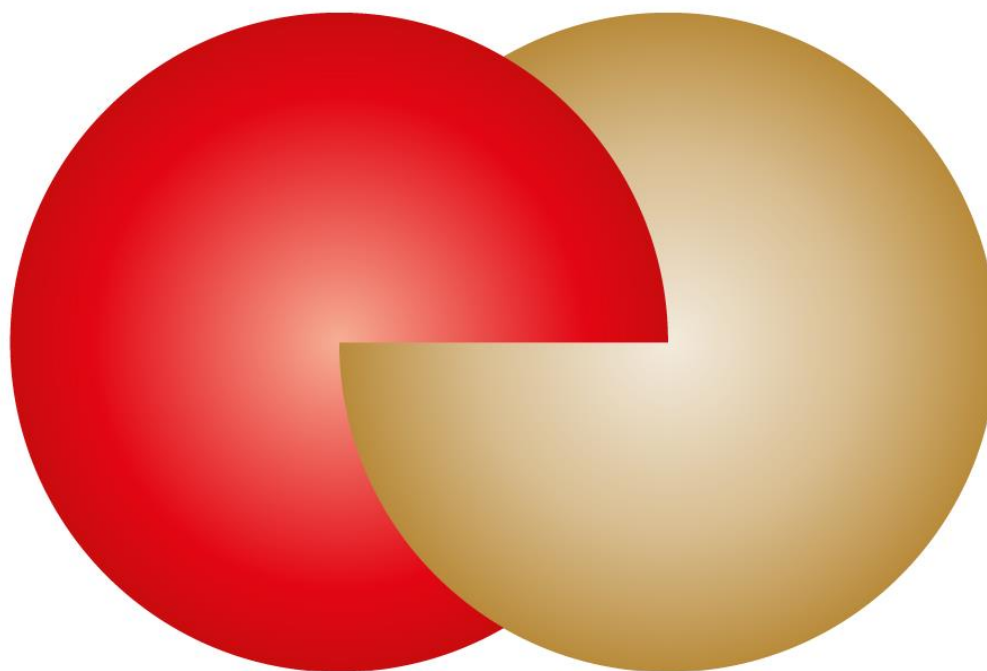
# AUSTRIA CONNECT CHINA 2024

NAVIGATING NEW HORIZONS – UNLEASHING OPPORTUNITIES IN HONG KONG,  
THE GREATER BAY AREA & BEYOND

Hong Kong

Thursday, 24 October – Saturday, 26 October

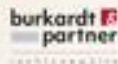
Last update: 16.10.2024



#### DIAMOND PARTNERS



#### GOLD PARTNERS



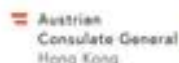
#### SILVER PARTNERS



#### BRONZE PARTNERS



#### SUPPORTING PARTNERS & ORGANIZATIONS



## NAVIGATING NEW HORIZONS – UNLEASHING OPPORTUNITIES IN HONG KONG, THE GREATER BAY AREA & BEYOND

Hong Kong | Thursday, 24 October – Saturday, 26 October

### PROGRAM

THURSDAY, 24.10.2024

ARRIVAL, INTRODUCTION & WELCOME

#### INDIVIDUAL ARRIVAL IN HONG KONG

##### The Murray Hotel

22 Cotton Tree Drive, Central, Hong Kong

14:15 – 14:30

#### MEET AT THE MURRAY HOTEL LOBBY AND DEPART TO **INVESTHK** OFFICE FOR ALL SUCCESSFULLY PRE-REGISTERED PARTICIPANTS

We will depart the lobby at 14:30 sharp. In case of an emergency, please contact our contact person: Ms. Yinchi LIU | ADVANTAGE AUSTRIA Hong Kong (+852 2522 2388)

15:00 – 17:00

In cooperation with



#### HONG KONG BUSINESS ENVIRONMENT WORKSHOP WITH **INVESTHK**

Venue: Invest HK, 24/F, Fairmont House, 8 Cotton Tree Drive, Central, Hong Kong  
Dress code: Business Attire

In this workshop, InvestHK will give insights into the strategic advantages and benefits for foreign companies using Hong Kong as their preferred Asian business location and will offer a practice-oriented approach on “how to do business in Hong Kong and the Greater Bay Area”. InvestHK is the Hong Kong Special Administrative Region (HKSAR) Government Department responsible for Foreign Direct Investment with the vision to strengthen Hong Kong’s status as a leading international business location in Asia.

18:30-21:30

Sponsored by



#### WELCOME RECEPTION AT ROOFTOP BAR **POPINJAYS**

Venue: Popinjays, 26/F, The Murray Hotel, 22 Cotton Tree Drive, Central, Hong Kong  
Dress code: Business Casual (no ties)

Welcome Remarks by

**Ms Jennifer VEIGEL** | Austrian Trade Commissioner/Head ADVANTAGE AUSTRIA Hong Kong  
**Dr Gerhard ZETTL** | Austrian Consul General Hong Kong

Introduction of ADVANTAGE AUSTRIA Greater China offices

**Mr Franz RÖSSLER** | Head of ADVANTAGE AUSTRIA Beijing  
**Mr Christian FUCHSSTEINER** | Head of ADVANTAGE AUSTRIA Shanghai  
**Ms Birgit MURR** | Head of ADVANTAGE AUSTRIA Guangzhou & Chengdu  
**Mr Hermann ORTNER** | Head of ADVANTAGE AUSTRIA Taipei

Networking-Cocktailempfang für alle Konferenzteilnehmenden – Führungskräfte und hochrangige Vertreter:innen österreichischer Unternehmen in Hongkong / China und Österreich sowie von lokalen Organisationen und Behörden auf der schönen Dachterrasse mit Blick auf die pulsierenden Stadtteile Central und Mid-Levels in Hongkong.



FRIDAY, 25.10.2024

**AUSTRIA CONNECT CHINA CONFERENCE**

09:00 - 09:30

**REGISTRATION**

Venue: Niccolo Room 25/F, The Murray Hotel, 22 Cotton Tree Drive, Central, Hong Kong  
Dress code: Business Attire

09:30 - 09:50

**OPENING CEREMONY & OPENING SPEECHES OF AUSTRIA CONNECT CHINA 2024**

**Lion Dance performance**

Moderation by

**Ms Carola MAUTNER MARKHOF** | Senior Manager Startups & Innovation, ADVANTAGE AUSTRIA Hong Kong

**Mr Christopher NG** | Senior Advisor, Music Traveler

Opening speeches by

**Ms Jennifer VEIGEL** | Head of ADVANTAGE AUSTRIA Hong Kong

**Dr Andreas RIECKEN** | Austrian Ambassador to the People's Republic of China and Mongolia

**Ms Alpha LAU** | Director General, InvestHK

**Group photo taking**

09:50 - 10:15

**KEYNOTE SPEECH 1: WHY HONG KONG STILL MATTERS**

**Mr Alfons MENSENDORFF-POUILLY** | Chief Executive Officer, Jepsen Group

10:15 - 10:45

**KEYNOTE SPEECH 2: FROM RESILIENCE TO SUCCESS – A HONG KONG JOURNEY**

**Mr Ajmal SAMUEL** | Chief Executive Officer, FTS.Money

10:45 - 11:15

**COFFEE BREAK**

11:15 - 11:55

**KEYNOTE SPEECH 3: HONG KONG/CHINA ECONOMIC OUTLOOK**

**Ms Erin XIN** | Economist Greater China, HSBC

11:55 - 12:30

**PANEL DISCUSSION 1: GREATER BAY AREA – OPPORTUNITIES & STRATEGIES**

**Ms Birgit MURR** | Head of ADVANTAGE AUSTRIA Guangzhou (*Session Host*)

Panelists

**Ms Lydia LAI** | Senior Vice President Greater Bay Area (GBA) Team, InvestHK

**Mr Sebastian OERTEL** | General Manager, Plasser Far East

**Mr Wolfram SENGER-WEISS** | Chief Executive Officer, Gebrüder Weiss

**Mr Sebastian WIENDIECK** | Head of Legal Practice, Rödl & Partner

12:30 - 14:00

**NETWORKING LUNCH BREAK AT THE ARCHES TERRACE**

Venue: The Arches, 1/F, The Murray Hotel, 22 Cotton Tree Drive, Central, Hong Kong

14:00 - 14:40

**PANEL DISCUSSION 2: THE ROUTE TO SUSTAINABLE TOURISM**

**Mr Emanuel LEHNER-TELIC** | Head of Markets Asia Pacific, Austria Tourism *(Session Host)*

Panelists

**Mr Dane CHENG** | Executive Director, HK Tourism Board

**Mr Oliver HAAS** | Head of Sustainability - Commercial and Innovation, Cathay Pacific Airlines

**Mr Schubert LOU** | Chief Operating Officer, Trip.com

**Ms Astrid STEHARNIG-STAUDINGER** | Chief Executive Officer, Austria Tourism

14:40 - 15:20

**PANEL DISCUSSION 3: CHINESE BUSINESS REALITIES – AN ASSESSMENT OF RISKS & REWARDS**

**Mr Christian FUCHSSTEINER** | Head of ADVANTAGE AUSTRIA Shanghai *(Session Host)*

Panelists

**Mr Rainer BURKARDT** | Head of Practice, Burkardt & Partner

**Ms Pingwen HU** | Senior Partner, Ecovis China

**Ms Sabine ZUCKER** | Head of Group Transaction Banking, Raiffeisen Bank International

15:20 – 15:50

**COFFEE BREAK**

15:50 – 16:15

**PANEL DISCUSSION 4: MANAGING MODERN SUPPLY CHAINS EFFECTIVELY**

**Mr Hermann ORTNER** | Head of ADVANTAGE AUSTRIA Taipei *(Session Host)*

Panelists

**Mr Harold WEGHORST** | Global Vice President Marketing & Branding, Lenzing

**Mr Gill WU** | Director Global Key Account, Cargo Partner

**Ms Sandy YEUNG** | Director, cms electronics

16:15 – 16:45

**PANEL DISCUSSION 5: THE HUMAN FACTOR VS. AI IN INNOVATION & TECHNOLOGY**

**Mr Franz ROESSLER** | Head of ADVANTAGE AUSTRIA Beijing *(Session Host)*

Panelists

**Ms Fiona (Xiaolu) CAI** | Co-head of Greater China Financial Service Practice, Egon Zehnder

**Mr Derek CHIM** | Head of Incubation & Acceleration Programs, HK Science & Technology Park

**Mr Rudy LEUNG** | Senior Director, Customer Strategy & Business Development, Oracle JAPAC

16:45 – 16:50

**WRAP-UP & CLOSING OF CONFERENCE**

17:45

**GATHERING AT HOTEL LOBBY AND BUS TRANSFER TO MARCO POLO HOTEL**

Venue: Hotel Lobby, The Murray Hotel, 22 Cotton Tree Drive, Central, Hong Kong

18:30 – 21:00

**EVENING RECEPTION & AUSTRIAN NATIONAL DAY CELEBRATION**

*Brought to you by*

 Austrian  
Consulate General  
Hong Kong

Venue: The Centenary Room, G/F, **Marco Polo Hotel**, 3 Canton Road, Tsim Sha Tsui

Dress code: Business Attire

The Austrian Consulate General Hong Kong cordially invites to a cocktail reception to celebrate the National Day of Austria and the friendship between Austria & Hong Kong. Meet local government representatives, organizations and institutions, the Austrian community, and different businesspeople as well as friends of Austria.

**RE  
FOCUS  
AUSTRIA**

20:45 & 21:15

**BUS TRANSFER BACK TO HOTEL THE MURRAY**

**PRE-REGISTRATION REQUIRED!**

10:00

**GATHERING AT HOTEL LOBBY & WALK TO PEAK TRAM**

Venue: Hotel Lobby, The Murray Hotel, 22 Cotton Tree Drive, Central, Hong Kong  
 Dress code: Leisure Attire/Smart Casual

10:15 - 10:30

**RIDE WITH THE ICONIC PEAK TRAM UP TO VICTORIA PEAK**

Riding the Peak Tram is the most scenic way to arrive at The Peak, often referred to as Hong Kong's most spectacular destination.

The Peak Tram opened in 1888 for the use of the British governor and The Peak's residents, but today it can be enjoyed by everyone as one of the oldest funicular railways in the world. The Peak Tram was built by Garaventa (part of Doppelmayr Group) and was renovated in 2022.



10:30 - 12:00

**VISIT THE OBSERVATORY DECK & SMALL HIKE AROUND THE PEAK**

The Peak offers the best view of the city and skyline, while at the same time you will be amazed about the tropical forests and Hong Kong wildlife in the midst of the city. To many visitors' surprise, almost 70% of Hong Kong's total land area is unspoilt countryside and mountains. This walk circles the Peak, which offers excellent views of Hong Kong, Kowloon, Victoria Harbour, and the outlying islands.

We are offering different sightseeing walks:

- easy** | just a short walk to the very best lookout place on Lugard Road for the best pictures
- easy+** | the circular hike around the peak (all flat) incl. the best lookout spots and urban jungle
- advanced** | steep stairs up to High West for the very fit, who will then be rewarded with a stunning 360° view

12:00 - 13:00

**AUSTRIAN-HONG KONG PICNIC**

*Sponsored by*



Venue: Mount Austin Playground, Mount Austin Road, The Peak, Hong Kong

After the hike, participants need to take a 300-meter walk up to the beautiful Mount Austin Park (short, but a bit steep). Once participants reach the park, hikers can refresh in the shade during a casual picnic with a combination of typical Austrian snacks and cold drinks (Käsesemmel, Schinkensemmel, Almdudler, Radler) and typical Hong Kong snacks.



**TAKE THE PEAK TRAM DOWN TO CENTRAL AT YOUR CHOSEN TIME**

**END OF PROGRAM**

**ENJOY THE REST OF YOUR WEEKEND IN HONG KONG!**

You will find some insider tips in the leisure booklet at the conference registration table.