

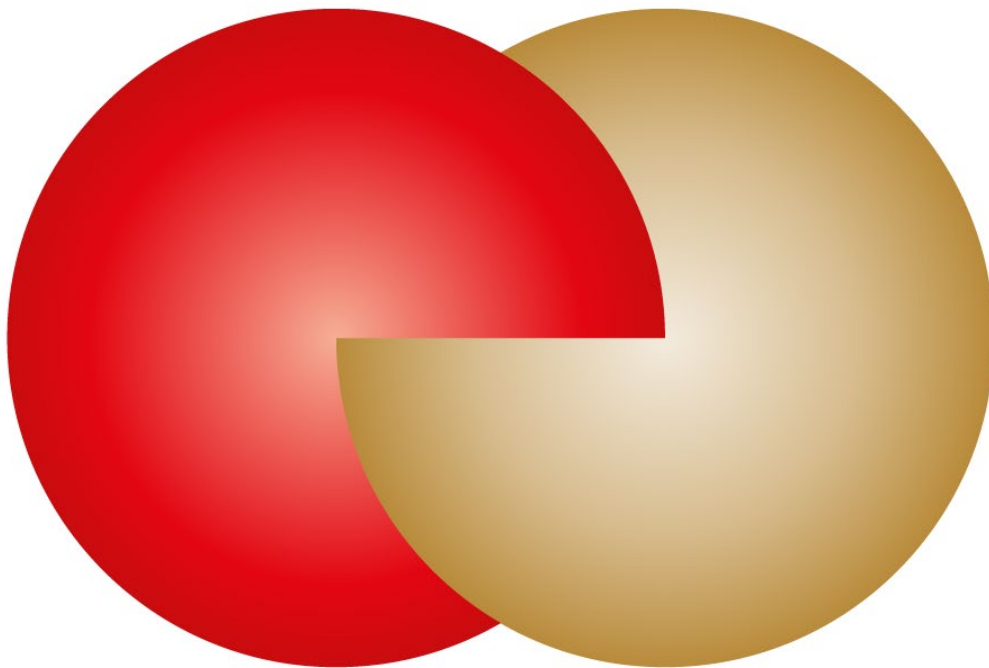
# AUSTRIA CONNECT CHINA 2024



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

Hong Kong  
Thursday, 24 October – Saturday, 26 October

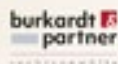
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## NAVIGATING NEW HORIZONS – UNLEASHING OPPORTUNITIES IN HONG KONG, THE GREATER BAY AREA & BEYOND

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

### PROGRAM

THURSDAY, 24.10.2024		ARRIVAL, INTRODUCTION & WELCOME
		<b>INDIVIDUAL ARRIVAL IN HONG KONG</b> <b>The Murray Hotel</b> 22 Cotton Tree Drive, Central, Hong Kong
14:15 – 14:30		<b>MEET AT THE MURRAY HOTEL LOBBY AND DEPART TO INVESTHK OFFICE FOR ALL SUCCESSFULLY PRE-REGISTERED PARTICIPANTS</b> We will depart the lobby at 14:30 sharp. In case of an emergency, please contact our contact person: Ms. Yinchu LIU   ADVANTAGE AUSTRIA Hong Kong (+852 2522 2388)
15:00 – 17:00	In cooperation with  <b>InvestHK</b> <small>The Government of the Hong Kong Special Administrative Region of the People's Republic of China</small>	<b>HONG KONG BUSINESS ENVIRONMENT WORKSHOP WITH INVESTHK</b> 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  <b>Gebrüder Weiss</b> <small>Transport and Logistics</small>	<b>WELCOME RECEPTION AT ROOFTOP BAR POPINJAYS</b> Venue: Popinjays, 26/F, The Murray Hotel, 22 Cotton Tree Drive, Central, Hong Kong Dress code: Business Casual (no ties) Welcome Remarks by <b>Ms Jennifer VEIGEL</b>   Austrian Trade Commissioner/Head ADVANTAGE AUSTRIA Hong Kong <b>Dr Gerhard ZETTL</b>   Austrian Consul General Hong Kong Introduction of ADVANTAGE AUSTRIA Greater China offices <b>Mr Franz RÖSSLER</b>   Head of ADVANTAGE AUSTRIA Beijing <b>Mr Christian FUCHSSTEINER</b>   Head of ADVANTAGE AUSTRIA Shanghai <b>Ms Birgit MURR</b>   Head of ADVANTAGE AUSTRIA Guangzhou & Chengdu <b>Mr Hermann ORTNER</b>   Head of ADVANTAGE AUSTRIA Taipei Networking Cocktail Reception for all conference guests - executives and high-ranking representatives of Austrian companies in Hong Kong / China and Austria as well as from local organizations and authorities at the beautiful rooftop terrace overlooking Hong Kong’s vibrant Central and Mid-Levels districts.



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 MENSITORFF-POUILLY** | Chief Executive Officer, Jebson 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 Loretta Lee** | Head of Mainland and Greater Bay Area (GBA) Team, InvestHK

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

**Mr Wolfram SENGGER-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	<p><b>PANEL DISCUSSION 2: THE ROUTE TO SUSTAINABLE TOURISM</b></p> <p><b>Mr Emanuel LEHNER-TELIC</b>   Head of Markets Asia Pacific, Austria Tourism <i>(Session Host)</i></p> <p>Panelists</p> <p><b>Mr Dane CHENG</b>   Executive Director, HK Tourism Board</p> <p><b>Mr Oliver HAAS</b>   Head of Sustainability - Commercial and Innovation, Cathay Pacific Airlines</p> <p><b>Mr Schubert LOU</b>   Chief Operating Officer, Trip.com</p> <p><b>Ms Astrid STEHARNIG-STAUDINGER</b>   Chief Executive Officer, Austria Tourism</p>
14:40 – 15:20	<p><b>PANEL DISCUSSION 3: CHINESE BUSINESS REALITIES – AN ASSESSMENT OF RISKS &amp; REWARDS</b></p> <p><b>Mr Christian FUCHSSTEINER</b>   Head of ADVANTAGE AUSTRIA Shanghai <i>(Session Host)</i></p> <p>Panelists</p> <p><b>Mr Rainer BURKARDT</b>   Head of Practice, Burkardt &amp; Partner</p> <p><b>Ms Pingwen HU</b>   Senior Partner, Ecovis China</p> <p><b>Ms Sabine ZUCKER</b>   Head of Group Transaction Banking, Raiffeisen Bank International</p>
15:20 – 15:50	<p><b>COFFEE BREAK</b></p>
15:50 – 16:15	<p><b>PANEL DISCUSSION 4: MANAGING MODERN SUPPLY CHAINS EFFECTIVELY</b></p> <p><b>Mr Hermann ORTNER</b>   Head of ADVANTAGE AUSTRIA Taipei <i>(Session Host)</i></p> <p>Panelists</p> <p><b>Mr Harold WEGHORST</b>   Global Vice President Marketing &amp; Branding, Lenzing</p> <p><b>Mr Gill WU</b>   Director Global Key Account, Cargo Partner</p> <p><b>Ms Sandy YEUNG</b>   Director, cms electronics</p>
16:15 – 16:45	<p><b>PANEL DISCUSSION 5: THE HUMAN FACTOR VS. AI IN INNOVATION &amp; TECHNOLOGY</b></p> <p><b>Mr Franz ROESSLER</b>   Head of ADVANTAGE AUSTRIA Beijing <i>(Session Host)</i></p> <p>Panelists</p> <p><b>Ms Fiona (Xiaolu) CAI</b>   Co-head of Greater China Financial Service Practice, Egon Zehnder</p> <p><b>Mr Derek CHIM</b>   Head of Incubation &amp; Acceleration Programs, HK Science &amp; Technology Park</p> <p><b>Mr Rudy LEUNG</b>   Senior Director, Customer Strategy &amp; Business Development, Oracle JAPAC</p>
16:45 – 16:50	<p><b>WRAP-UP &amp; CLOSING OF CONFERENCE</b></p>
17:45	<p><b>GATHERING AT HOTEL LOBBY AND BUS TRANSFER TO MARCO POLO HOTEL</b></p> <p>Venue: Hotel Lobby, The Murray Hotel, 22 Cotton Tree Drive, Central, Hong Kong</p>
18:30 – 21:00	<p><b>EVENING RECEPTION &amp; AUSTRIAN NATIONAL DAY CELEBRATION</b></p> <p>Venue: The Centenary Room, G/F, <b>Marco Polo Hotel</b>, 3 Canton Road, Tsim Sha Tsui</p> <p>Dress code: Business Attire</p> <p>The Austrian Consulate General Hong Kong cordially invites to a cocktail reception to celebrate the National Day of Austria and the friendship between Austria &amp; Hong Kong. Meet local government representatives, organizations and institutions, the Austrian community, and different businesspeople as well as friends of Austria.</p>
20:45 & 21:15	<p><b>BUS TRANSFER BACK TO HOTEL THE MURRAY</b></p>

Brought to you by

 Austrian  
Consulate General  
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SATURDAY, 26.10.2024

## AUSTRIA CONNECT LEISURE PROGRAM &amp; CITY SIGHTSEEING

**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

*Sponsored by***AUSTRIAN-HONG KONG PICNIC**

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.