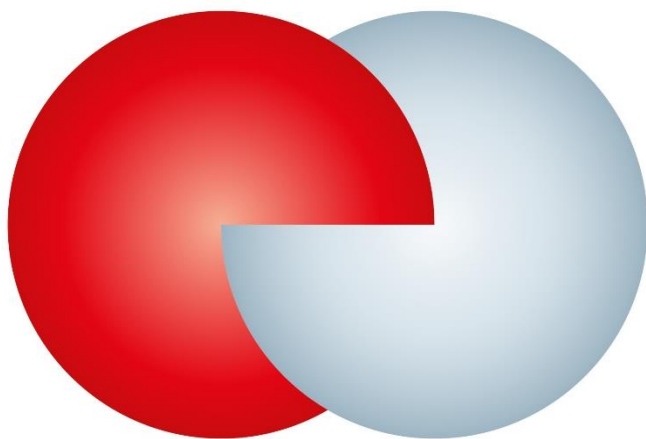


# AUSTRIA CONNECT UK 2024



**16.05.2024**

**London**

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# WELCOME TO **AUSTRIA CONNECT UK 2024**

**You are doing a fantastic job!** In 2023, we again reached an all-time high in Austrian trade to the UK with almost EUR 5.5 bn in exports of goods and EUR 3.1 bn in exports of services – eclipsing the previous high of 2022.



**Challenges are meant to be overcome** Geopolitical tension, slow economic growth, high consumer and energy prices, uncertainty and upcoming elections around the globe are hardly the ingredients for a cocktail of sales and investment growth. But let's not wait and see! We are smart enough to stimulate our business and motivate our teams.

**Enabling growth** Together with expert speakers we will explore ways and possibilities how to do it. We will discuss which strings can be pulled by politics, which strategies promise success for business and what role innovation and technology can play to support sustainable growth and greater prosperity.

**Connect at AUSTRIA CONNECT UK** Many businesses are facing the same challenges and questions and it is vital to come together, meet like-minded people and exchange views and ideas. This lies at the heart of our AUSTRIA CONNECT UK conference series where you can learn from one another and get insights from experts to help you navigate through tricky conditions and identify opportunities.

**We are here for you** The Austrian Trade Commission is eager to hear what keeps you on your toes, get your valuable insights from doing business in the UK and support you in any possible way. We are here for you, and you are always welcome to reach out to us or drop by for a coffee at 45 Princes Gate.

**My first AUSTRIA CONNECT UK** This is my first AUSTRIA CONNECT UK, but for some of you already the 8th edition of this conference. I am sincerely grateful to all delegates and our fantastic speakers for joining, and to our sponsors and supporters for making this event possible. I am also delighted that this year's conference is attended by Walter Ruck, the President of the Vienna Economic Chamber.

Enjoy AUSTRIA CONNECT UK 2024!

A handwritten signature in blue ink, which appears to read 'Michael Mueller'.

Michael Mueller  
Trade Commissioner & Commercial Counsellor

# AGENDA

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## 09.45 WELCOME

**Michael Mueller** | Trade Commissioner and Commercial Counsellor

**Bernd Wrabetz** | Austrian Ambassador to the UK

**Walter Ruck** | President, Vienna Economic Chamber

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## 10.15 PERSPECTIVES | ENABLING GROWTH

**Susanne Chishti** | Chair FINTECH Circle and Fintech Investor

**Thomas Duecke** | Chief Operating Officer, BT Digital

**Archie Hall** | Britain Economics Correspondent, The Economist

**Markus Perkmann** | Professor and Vice-Dean, Imperial College

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## 11.30 COFFEE AND TEA

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## 12.00 MEET THE DELEGATES | Status updates by the participants

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## 13.15 LUNCH BREAK

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## 14.30 WORKSHOP 1: Metaverse and its business applications

**Izabella Mieloch** | Enterprise Client Partner, Meta

## WORKSHOP 2: Harnessing the power of emotional stories in the age of AI

**Carl Prechezer** | CEO of Unit Creative

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## 16.00 COFFEE AND TEA

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## 16.15 ECONOMIC OUTLOOK | AUSTRIA AND THE UK IN A GLOBAL CONTEXT

**Daniel Vernazza** | Chief International Economist, UniCredit

**Michael Mueller** | Trade Commissioner and Commercial Counsellor

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## 17.00 MEET AUSTRIAN TALENT | Austrian graduates in the UK #OpenToWork

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## 17.20 WRAP UP

**Michael Mueller** | Trade Commissioner and Commercial Counsellor

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## 17.30 DRINKS, SNACKS, CHATS, GOOD TIME

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## SPEAKERS

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### **Michael Mueller**

Trade Commissioner and  
Commercial Counsellor



Michael Mueller is the Austrian Trade Commissioner for the United Kingdom and Commercial Counsellor at the Austrian Embassy in London. He leads the UK operations of ADVANTAGE AUSTRIA, Austria's international organisation for the promotion of trade, investment and innovation. Before his appointment in August 2023, Michael served as ADVANTAGE AUSTRIA's Chief Marketing Officer. He was Austria's Trade Commissioner in Central Asia from September 2010 to September 2018. Before that, he served in Guangzhou, London and Moscow.

### **Bernd Wrabetz**

Austrian Ambassador to  
the United Kingdom



Bernd Wrabetz is an Austrian career diplomat and in August 2024, he was appointed Austrian Ambassador to the United Kingdom. After receiving Master Degrees in History and French from the University of Vienna, and graduating from the Diplomatic Academy of Vienna, he started his diplomatic career as Junior Professional Officer for the UNDP in Mauritania. In the course of his career he served at the Permanent Mission of Austria to the United Nations, New York, Austrian Embassy in London and as Special Assistant to the Executive Secretary of the Comprehensive Nuclear-Test-Ban Treaty Organization. From 2009 to 2013 he served as the Austrian Ambassador to Portugal and Cape Verde and from 2013 to 2016 as the Austrian Ambassador to India, Bangladesh, Bhutan, the Maldives, Nepal and Sri Lanka. Ambassador Wrabetz has also been the Foreign Policy Advisor for three federal Chancellors of Austria.

## SPEAKERS

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### **Walter Ruck**

President, Vienna  
Economic Chamber



Walter Ruck has been President of the Vienna Economic Chamber since 2014. He began his career representing the interests of Viennese companies at the Vienna Construction Guild in 2004. From 2005 to 2011, he was the master of the Vienna Construction Guild, and from 2010 to 2015 he was the Chairman of the Trade and Crafts Division. Since 1991, Ruck, who was born in Vienna, has been the Managing Director of the family construction company. Austria's capital Vienna is an economic powerhouse with more than 140,000 businesses contributing a quarter of Austria's GDP. It's the largest university city in the German-speaking world providing a fertile ground for a new generation of startups and the talent pool needed for hi-tech sectors such as life sciences.

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### **Thomas Duecke**

Chief Operating Officer,  
BT Digital



Thomas Duecke is Chief Operating Officer of Digital at BT Group Plc since October 2021. Most recently, he served as the company's Managing Director of Global Operations and Transportation for BT Global. Previously, he served as Managing Director of Global Design, Delivery and Service Operations at the company. Duecke joined BT in October 2006 as Director of Transformation and went on to hold various senior leadership positions in customer service and sales. With more than two decades in the outsourcing and IT services industry, Duecke has held senior roles in account and general management functions, service operations and finance with Sitel Group, Sykes Enterprises, Siemens AG and the City of Vienna.

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## SPEAKERS

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### **Susanne Chishti**

Chair FINTECH Circle &  
Fintech Investor



Susanne Chishti is the Chair of FINTECH Circle, Europe's 1st Investor Network focused on fintech investments and a leading fintech innovation, learning and communications platform. She is also a Non-Executive Director at Crown Agents Bank (CAB Payments PLC) and CMC Markets PLC and a member of the RiskCo, AuditCo, NomCo and RemCo. Furthermore, she is Co-Editor of a number of bestselling books and has been a fintech TV commentator on CNBC and a guest lecturer on financial technology at the University of Cambridge and Warwick Business School.

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### **Archie Hall**

The Economist



Archie Hall writes for The Economist with a focus on the British economy, covering macroeconomic trends, monetary and fiscal policy, and financial markets. He joined the paper in 2024, having previously worked as a macro investor at Bridgewater Associates and at the Financial Times. He graduated from Harvard and is a two-time world debating champion.

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### **Markus Perkmann**

Vice Dean and Professor  
Imperial College



Markus Perkmann is Vice-Dean and Professor of Innovation & Entrepreneurship at Imperial College Business School. He is the Academic Director of the Imperial Enterprise Lab. His research focuses on the business of science, technology entrepreneurship and university technology transfer. He curates the Entrepreneurial Journey, Imperial's experiential start-up programme across all of their MBA programmes. In his research, Markus focuses on several areas: science-based organizations and science-based entrepreneurship, social valuation and entrepreneurship within corporations.

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## SPEAKERS

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### **Izabella Mieloch**

Enterprise Client  
Partner, Reality Labs  
B2B (AR/VR) at Meta



Highly experienced professional with a strong background in client partnership, global partner programs, business strategy, and operations management. Proven track record in driving growth, solving complex problems, and building efficient processes. Skilled in IT sales and partner ecosystem programs & enablement. Passionate about Mixed Reality & AI. Izabella holds MA in American Political Economy, University College London.

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### **Carl Prechezer**

CEO, Unit Creative



Carl Prechezer is the CEO of digital marketing advertising agency Unit Creative and a writer director of Hollywood movies, TV series and award-winning films. Combining practical skills with up-to-date analysis Carl's series of workshops and Masterclasses have been seen by thousands internationally through D+AD, BAFTA and Insider Trends. Described by Variety magazine as "unabashedly offbeat" his award-winning work sent Catherine Zeta-Jones surfing, Mathew Goode and Mathew Rhys on wild wine tasting adventures and put man-against-shark off the coast of South Africa.

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### **Daniel Vernazza**

Chief International  
Economist, UniCredit



Daniel Vernazza is Chief International Economist and Managing Director at UniCredit Bank, based in London. In this role he is responsible for UniCredit's macroeconomic analysis and forecasts of the US, UK, Asia, and global economies. Prior to joining UniCredit in March 2013, Daniel was a Teaching Fellow at the London School of Economics (LSE) where he taught economics for three years. Prior to this he worked as an economist for Goldman Sachs in London. Daniel holds a BSc in Econometrics & Mathematical Economics, MSc in Economics and PhD in Economics from the LSE. Daniel is frequently quoted in the media and has appeared on television and radio.

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# DIGITAL GOODIE BAG | AUSTRIA CONNECT UK 2024

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**Thank you for being a part of this year`s AUSTRIA CONNECT UK**  
Please find here all the slides shown by keynote speakers and presenters as well as a list of participants and photos of the event.



## ADVANTAGE AUSTRIA UK

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THANK YOU FOR BEING PART OF AUSTRIA CONNECT UK 2024!

