

SURPRIS

IBERIAN PENINSULA 2015

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AUSTRIA CONNECT

IBERIAN PENINSULA & THE MAGREB
REGAINING ECONOMIC STREAM AND
FACING NEW CHALLENGES ACROSS
THE CONTINENTS

IV. NETWORKING CONFERENCE FOR AUST-
RIAN COMPANIES AND COMPANIES OF THE
IBERIAN PENINSULA

Madrid, 1 - 2 October 2015



In collaboration with:



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PROGRAMME

Event Venue:

CLUB FINANCIERO GÉNOVA

C/ Marqués de la Ensenada, 14

28004 Madrid

www.clubfinancierogenova.com

THURSDAY, OCTOBER 1, 2015

18:00 – 18:20

ARRIVAL & REGISTRATION/WELCOME RECEPTION

Michael **SPALEK**, Robert **PUNKENHOFER**, Astrid **PUMMER**, Markus **HAAS** and
Christoph **PLANK**

Austrian Trade Commissioners in Spain, Portugal, Algeria and Morocco

Thomas **STELZER**

Austrian Ambassador in Portugal

Peter **HUBER**

Austrian Ambassador in Spain

18:20 – 19:30

PRESENTATION OF SPONSORS

19:30 -19:40

INAUGURATION

Jürgen **ROTH**

Vice President, Austrian Federal Economic Chamber

KEYNOTE SPEAKER

19:40 -19:55

David **BACHMANN**

Chief Marketing Officer ADVANTAGE AUSTRIA, Austrian Federal Economic Chamber

20:00 – 20:30

Jaime **GARCÍA-LEGAZ PONCE**

Spanish Secretary of State for Trade

21:00

GALA DINNER

Club Génova “Salón Constitución”

Win a trip to Vienna - Offered by the Austrian Tourist Board

presented by Georg **KAPUS**

Director, Austrian National Tourist Office for Spain and Brazil

23:00

AFTER DINNER PARTY – SKY CLUB GÉNOVA

FRIDAY, OCTOBER 2, 2015

08:00 – 08:50	REGISTRATION AND PRESENTATION OF PARTICIPANTS
09:00 – 09:30	OPENING SPEECH Álvaro NADAL Spanish Secretary of State, Director of the Economic Affairs Office for the Spanish President “Recovery & Growth of the Spanish Economy”
09:30 – 09:45	QUESTIONS & ANSWERS
10:00 – 11:00	ROUND TABLE “WHERE DOES THE IBERIAN PENINSULA WANT TO BE AND WHERE WILL IT BE IN 2020: STEPS TOWARDS A SUSTAINABLE ECONOMIC RECOVERY” Victor AUDERA LÓPEZ General Director of Industry and Small and Medium Enterprises Spanish Ministry for Industry, Energy and Tourism Diogo GOMES DE ARAÚJO International Consultant, Porto Business School, Portugal Alexander HEICHLINGER Expert & Manager, European Institute of Public Administration (EIPA) Moderator: Robert PUNKENHOFER Austrian Trade Commissioner Barcelona
11:00 – 11:30	COFFEE BREAK
11:30 – 12:30	KEYNOTE SPEECH Harry GATTERER Managing Director of the Future Institute Austria “Megatrends and the Future Business”
12:30 – 13:00	COFFEE BREAK

13:00 – 13:30**KEYNOTE SPEECH**Haizam **AMIRAH-FERNÁNDEZ**

Senior Analyst, Mediterranean & Arab World. Real Instituto Elcano

“Spain: Meeting the Challenges in the Maghreb”

13:30 – 14:30**ROUND TABLE****“THE IBERIAN PENINSULA AS A STEPPING STONE TO DOING BUSINESS IN NORTH AFRICA AND HOW AUSTRIAN COMPANIES LOCATED IN SPAIN AND PORTUGAL CAN BENEFIT FROM THIS”**Markus **HAAS**

Austrian Trade Commissioner Algiers

Christoph **PLANK**

Austrian Trade Commissioner Casablanca

Manuel **GARZÓN**

Senior Vice President - Head of Western Europe, South America and Africa

Rosenbauer International

Francisco **MENDES PALMA**

President of the Executive Board, AICEP Global Parques – Gestão de Áreas Empresariais e Serviços, Portugal

Myriam **PEREZ NOGUEIRA**

Assistant Deputy Director General for Trade Policy with Mediterranean Countries and the Middle East, Spanish Ministry of Economy

Moderator:

David **BACHMANN**

Chief Marketing Officer ADVANTAGE AUSTRIA, Austrian Federal Economic Chamber

14:30 – 15:45**NETWORKING LUNCH - BUFFET****15:45 – 17:30****B2B Meetings & Personal interviews with the Trade Commissioners****18:00 – 21:00****Guided Tour of Madrid**

Meeting point: Hotel Westin Palace

End of the Conference: Mercado de San Miguel

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[Advantage Austria Madrid](#) has blocked a number of rooms at the [Hotel Miguel Angel](#).

Price / night in a single room with breakfast: EUR 130

For further information please contact [Advantage Austria Madrid](#).