

# AUSTRIA CONNECT NORTH AMERICA 2019



## Making Decisions when there is so much Noise

12<sup>th</sup> Annual Conference for Executives of  
Austrian Subsidiaries in the U.S., Canada and Mexico

New York Academy of Sciences

New York, NY | September 12-14, 2019

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## AUSTRIA CONNECT NORTH AMERICA 2019

### Making Decisions when there is so much Noise



Michael Friedl,  
New York



Peter Sedlmayer,  
Chicago



Walter Koren,  
Los Angeles



Christian Lassnig,  
Toronto



Friedrich Steinecker,  
Mexico City



Andreas Stauber,  
Washington, DC

For the second time, we are organizing the AUSTRIA CONNECT NORTH AMERICA - the Annual Conference for Executives of Austrian Subsidiaries in the United States, Canada and Mexico - in New York City. We have a good reason to do so – this city is the financial and commercial center of the US. It has the largest regional economy in the US rivaling those of South Korea or Australia and is the first gateway to this immense market for most business executives from Austria. We are organizing this conference to provide a platform for representatives of Austrian subsidiaries in North America and visitors from Austria to meet, exchange ideas and learn from each other. We thank our valued sponsors for the financial contributions and our prestigious speakers for the intellectual input.

The title of our conference is „Making Decisions when there is so much Noise“. The ever more digitalized world is determining the way we do business, from the applications of Artificial Intelligence or Blockchain in manufacturing processes and supply-chains to the way customers experience products and services as well as how we all consume our (fake) news. We experience a data overload and engage through more communication channels than ever before. Trust becomes an issue and although we have so much information, we struggle more than ever to make qualified decisions.

In this continuous flow of change and challenges, Austrian companies and organizations have to re-evaluate and re-establish their business models, their readiness for a digitalized world and their way to handle communication and branding. Our speakers should help us understand and cope with the future developments in media, security, technology and the economy. We should also learn how we make sound decisions when so much disruption surrounds us. Please enjoy this exciting event and let us not be scared of the future, but shape it together.

Michael Friedl  
Austrian Trade Commissioner in New York

## PROGRAM – AUSTRIA CONNECT NORTH AMERICA 2019

New York, NY September 12 – 14, 2019

### THU, SEPT 12

2.00 – 4.30 PM

#### **WORKSHOP FOR AUSTRIA CONNECT NEWCOMERS (OPTIONAL)**

(Event Full – Waitlist only)

##### **Austrian Cultural Forum**

11 East 52<sup>nd</sup> St., New York, NY 10022

6.30 – 9.30 PM

#### **WELCOME RECEPTION**

In the presence of Jürgen Roth, Vice President Austrian Federal Economic Chamber, and Michael Otter, Director General Advantage Austria

##### **Ramscale Studio**

463 West St., New York, NY 10014 | [www.ramscale.com](http://www.ramscale.com)

### FRI, SEPT 13

## **AUSTRIA CONNECT 2019**

#### **New York Academy of Sciences**

250 Greenwich St., New York, NY 10007 | [www.nyas.org](http://www.nyas.org)

8.15 AM

#### **REGISTRATION AND BREAKFAST**

9.00 AM

#### **OPENING REMARKS**

##### **Michael Friedl**

Austrian Trade Commissioner in New York

##### **Jürgen Roth**

Vice President Austrian Federal Economic Chamber

##### **Wolfgang Waldner**

Austrian Ambassador to the US

9.10 AM

#### **WELCOME REMARKS**

##### **Iris Eliisa Rauskala**

Austrian Federal Minister for Education, Science and Research

9.15 AM

#### **OVERVIEW OF US ACTIVITIES**

##### **Michael Otter**

Director General, Advantage Austria

**Michael Friedl, Peter Sedlmayer, Walter Koren,  
Christian Lassnig, Fritz Steinecker and Andreas Stauber**

Austrian Trade Commissioners in the US, Canada and Mexico

9.30 AM

#### **PRESENTATION VIDEO OF THE SPONSORS**

9.45 AM	<b>EUROPE AND THE US – QUO VADIS?</b> <b>Christoph Leidl</b> President of Eurochambres and Honorary President of Austrian Federal Economic Chamber
10.00 AM	<b>THE US ECONOMY FROM AN INVESTOR'S PERSPECTIVE</b> <b>David Grayson (t.b.c.)</b> Chief Executive Officer, Auerbach Grayson
10.20 AM	<b>COFFEE BREAK</b>
10.45 AM	<b>THE END OF REALITY</b> <b>Sinan Aral</b> Professor for IT and Marketing, Massachusetts Institute of Technology
11.25 AM	<b>„OPERATION INFEKTION” – (DIS)INFORMATION WARFARE</b> <b>Adam Ellick</b> Director of Video, The New York Times Opinion
12.00 PM	<b>THE NETWORK AS THE NEXUS OF NEW VALUE CREATION</b> <b>Stephen Rose</b> Senior Partner, Nokia Bell Labs
12.30 – 2.00 PM	<b>BUFFET LUNCH &amp; NETWORKING</b>
2.00 PM	<b>(TBC) UNLOCKING YOUR CREATIVE POTENTIAL – PERSONAL BRANDING</b> <b>Rakia Reynolds</b> Founder and CEO, Skai Blue Media
2.40 PM	<b>THE PSYCHOLOGY OF SPYING</b> <b>Prof. Eric Zillmer</b> Psychologist and Professor at Drexel University
3.20 PM	<b>COFFEE BREAK</b>
3.40 PM	<b>THE FUTURE OF DIGITAL HEALTHCARE</b> <b>Emmanuel Fombu</b> Director, Global Commercial Strategy and Digital Innovation, Johnson & Johnson

4.15 PM	<b>DIVERSITY DRIVES INNOVATION - THE MEDICI EFFECT</b> <b>Frans Johansson</b> Founder and CEO of The Medici Group Frans Johansson has made it his life's mission to prepare leaders and organizations around the world for this future. His high-energy, fast-paced keynotes have become legendary for how quickly they can drive leaders to action—and have made Johansson one of the most compelling speakers in the world. Frans is the Founder and CEO of The Medici Group and has authored two best-selling books: <i>The Medici Effect</i> (Harvard Business Press, 2004 & 2017), and <i>The Click Moment</i> (Penguin Portfolio, 2012).
4.50 PM	<b>WRAP-UP</b> <b>Michael Friedl</b> Austrian Trade Commissioner in New York
5.00 PM	END OF CONFERENCE
7.00 – 10.00 PM	<b>AUSTRIA CONNECT COCKTAIL RECEPTION “SCIENCE MEETS BUSINESS”</b> in cooperation with the Austrian Federal Ministry of Education, Science and Research and in the presence of the Austrian Federal Minister for Education, Science and Research Iris Eliisa Rauskala, the Vice President of the Austrian Federal Economic Chamber Jürgen Roth and the Director General of Advantage Austria Michael Otter. Dress Code: “business casual”  <b>ANGEL ORENSANZ FOUNDATION</b> 172 Norfolk St., New York, NY 10002   <a href="http://www.orensanz.org">www.orensanz.org</a>
<b>SAT, SEPT 14</b>	
	Optional group activity – Visit to Brooklyn Navy Yards and the New Lab, followed by snacks (Cost USD 60 p.p., includes bus transfer, admissions and snacks)
10.00 AM	<b>BROOKLYN NAVY YARDS</b> Walk and guided tour through the Brooklyn Navy Yards 63 Flushing Ave, Building 92 Brooklyn, NY 11205   <a href="https://brooklynnavyyard.org/">https://brooklynnavyyard.org/</a>
11.00 AM	<b>THE NEW LAB</b> Walk and guided tour through the New Lab 63 Flushing Ave, Building 292 Brooklyn, NY 11205   <a href="https://newlab.com/">https://newlab.com/</a>
12.15 PM	<b>SNACKS AND WRAP-UP OF AUSTRIA CONNECT 2019</b> 1 Hotel Brooklyn Bridge, Harriet's Rooftop 60 Furman Street, Brooklyn NY, 11201   <a href="https://1hotels.com/brooklyn-bridge">https://1hotels.com/brooklyn-bridge</a>
2.00 PM	<b>END OF AUSTRIA CONNECT</b>



## REGISTRATION

**REGISTRATION LINK:** <https://www.formdesk.com/advantageaustria/AustriaConnect2019>

**REGISTRATION DEADLINE:** **AUGUST 16, 2019**

## CONFERENCE FEE AND CANCELLATIONS

### CONFERENCE FEE

- For our generous sponsors: free
- For US subsidiaries or Austrian WKO members: USD 350 - CAD 480 - EUR 320 per participant
- Others (service providers like lawyers, freight forwarders and tax advisors, etc.): USD 480 - CAD 620 – EUR 440 per participant (limited availability-please check with the Austrian Trade Commissions before registering)

Conference fee includes: welcome reception, all conference sessions plus conference materials, coffee breaks, conference lunch and official conference evening receptions.

Spouses and partners of registered participants are invited to attend the Welcome Reception and the Evening Reception without additional fees. Please indicate if you will be accompanied by a spouse/partner when registering for the conference. Registration fee does not cover hotel and travel expenses or meals of the optional Saturday program.

### CANCELLATION

Cancellation without penalty is possible only until August 16, 2019. After that date the full registration fee will be charged. To cancel your participation, please send an email to the Austrian Trade Commission in New York at [newyork@advantageaustria.org](mailto:newyork@advantageaustria.org).

**HOTEL RECOMMENDATIONS (please use provided booking links, cutoff-date Aug. 10, 2019)**

**Mr. C Seaport**

33 Peck Slip

New York, NY 1003

*Price: USD 370 Superior Courtyard King*

T +1 212-766-6600

[Austria Connect – Mr. C Seaport Booking Link](#)

**The Marmara Park Avenue**

114 E 32nd Street

New York, NY 10016

*Price: USD 329 Deluxe King or King Studio*

T +1 212-603-9000

[Austria Connect -Marmara Park Avenue Booking Link](#)

**Yotel**

570 10th Avenue

New York, NY 10036

*Price: USD 249 Premium Queen*

T +1 646-449-7700

[Austria Connect – Yotel Booking Link](#)

**Individual reservations and reservation support through:**

Arriva Travel

Renato Grussu - President

139 Fulton Street, PH3

New York, NY 10038

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