

AUSTRIA CONNECT NORTH AMERICA 2019



Making Decisions when there is so much Noise

12th 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

www.advantageaustria.org/us

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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 in 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, SEP 12

2.00 – 4.30 PM

WORKSHOP FOR AUSTRIA CONNECT NEWCOMERS (OPTIONAL)

[the Austrian Trade Commissioners, CEOs of established Austrian companies Swarovski, BLUM, Andy Wolf, Frequentis and representatives of Schumann Burghart LLP and Unicredit will be in attendance]

Swarovski Corporate HQ

10 East 53rd Street, New York 10022

6.30 – 9.30 PM

WELCOME RECEPTION

In the presence of Jürgen Roth, Vice President
Austrian Federal Economic Chamber

Ramscale Studio

463 West St., New York, NY 10014

www.ramscale.com

FRI, SEPT 13

AUSTRIA CONNECT 2019

New York Academy of Sciences

250 Greenwich St., New York, NY 10007

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 (t.b.c.)

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 Patrick Sagmeister Deputy 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 MORNING SESSION
09.45 AM	EUROPE AND THE US – QUO VADIS? Intro Statement by Christoph Leidl President of Eurochambres and Honorary President of Austrian Federal Economic Chamber
10.15 AM	THE END OF REALITY Sinan Aral (t.b.c.) Professor for IT and Marketing, Massachusetts Institute of Technology (MIT)
11.00 AM	COFFEE BREAK
11.15 AM	„DEEP“ FAKE NEWS? ONLY BELIEVE IN WHAT YOU SEE! Malachy Browne Visual Investigations, The New York Times
12.00 PM	THE NETWORK AS THE NEXUS OF NEW VALUE CREATION Stephen Rose Senior Partner Nokia Bell Labs
12.45 – 2.00 PM	BUFFET LUNCH & NETWORKING AFTERNOON SESSION
2.00 PM	THE US ECONOMY – WHERE DO WE STAND? Jan Hatzius (t.b.c.) Chief Economist Goldman Sachs
2.30 PM	FEARLESS IN YOUR BUSINESS – BRANDING IS KEY IN RETAIL Gabriela Baiter (t.b.c.) Experiential Retail Strategist, Founder of Whereabout Studio
3.00 PM	THE PSYCHOLOGY OF SPYING Prof. Eric Zillmer Psychologist and Professor at Drexel University
3.30 PM	COFFEE BREAK

3.45 PM	THE FUTURE OF DIGITAL HEALTHCARE Emmanuel Fombu Director, Global Commercial Strategy and Digital Innovation, Johnson & Johnson
4.15 PM	DIVERSITY DRIVES INNOVATION Frans Johanssen Frans Johansson is a Swedish–American writer, entrepreneur, and public speaker. He is the author of The Medici Effect, a book that became the origin for the term "Medici Effect". He is also the author of The Click Moment, a 2012 book that discusses the role of luck and serendipity in personal lives and in business. He currently serves as the CEO of The Medici Group, a consultancy firm that promotes innovation through diversity.
4.50 PM	WRAP-UP Michael Friedl Austrian Trade Commissioner in New York
5.00 PM	END OF CONFERENCE
EVENING PROGRAM	
7.00 – 10.00 PM	GALA RECEPTION "SCIENCE MEETS BUSINESS" in cooperation with the Austrian Federal Ministry of Education, Science and Research ANGEL ORENSANZ FOUNDATION 172 Norfolk St., New York, NY 10002 www.orensanz.org
SAT, SEPT 14	
	Optional group activity – Visit to Brooklyn Navy Yards and the New Lab, followed by lunch at the Wythe Hotel in Brooklyn (Cost USD 60 p.p., includes bus transfer, admissions and lunch)
10.00 AM	BROOKLYN NAVY YARDS Walk and guided tour through the Brooklyn Navy Yards 63 Flushing Ave, Building 92 Brooklyn, NY 11205 https://brooklynnavyyard.org/
11.00 AM	THE NEW LAB Walk and guided tour through the New Lab 63 Flushing Ave, Building 292 Brooklyn, NY 11205 https://newlab.com/
12.15 PM	LUNCH AND WRAP-UP OF AUSTRIA CONNECT 2019 The Wythe Hotel in Brooklyn 80 Wythe Avenue, Brooklyn NY, 11249 https://wythehotel.com/

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.

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

T +1 914-428-6611

www.arrivatravelonline.com

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