

Open Eyes Economy on Tour – Austria
24th of June 2020
Digital media: opportunities and threats
ONLINE CONFERENCE

Idea: We are enthusiasts of new technologies. They make our lives more convenient. However, what is more important, they are our hope to solve many global problems, too. Nevertheless, we are aware of many dangers. We have to find solutions for individuals, for the society, and for the digital media branch itself. This is why we want to meet and discuss these issues. We also want to talk about non-obvious models of intellectual property management, because it could provide some solutions, too. Moreover, it is proved that is more profitable to base the business strategy on such business models that generate advantages based on wide dissemination and high popularity of a given solution.

Block 1: Digital media: opportunities and threats

10:00 Opening

10:10 *Threats in the Digital Media* – **Dobromir Ciaś**, Edge NPD

10:25 *The dangers of digital democracy* - TBA

10:40 Discussion panel: *Non-obvious business models with digital content: good practices* - **Michał Zamencki**, Warsaw Production Team, **Katarzyna Kantner**, Eskadra Creative Agency, **Mateusz Mleczko**, Film Studio Multilab

11:30 Q&A

11:45 Break

Project "Małopolska Open Eyes Economy Hub – promotion of the Małopolska FIRM-IDEAS" co-financed by the European Union from the European Regional Development Fund

Block 2: The Digital media in practice - Possibilities for polish SME in Austria

13:00 Opening

13:10 Setting up a business in Austria - **Aleksandra Fux**, Polish-Austrian Economic Cooperation Initiative

13:25 Business location Austria: *Opportunities for Polish companies* - **Birgit Reiter-Braunwieser**, Director Central & Eastern Europe, Austrian Business Agency

13:45 Specification of doing business in Austria - **Barbara Kamińska-Szuba**, Head of Foreign Trade Office in Austria, Polish Investment & Trade Agency

14:05 Q&A

14.30 The end of Conference

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