WORLD CLASS PARTNERS

AUSTRIA CONNECT
IBERIAN PENINSULA 2017

6TH ANNUAL MANAGER AND INVESTOR NETWORKING CONFERENCE

NEW BUSINESS AND DIGITAL TRANFORMATION

BARCELONA | 8TH & 9TH JUNE 2017

In cooperation with:

powered by:
AUSTRIA CONNECT IBERIAN PENINSULA 2017
NEW BUSINESS AND DIGITAL TRANSFORMATION

PROGRAM

Location: City Council Barcelona | Saló de Cròniques I Placa Sant Jaume, 08002 Barcelona

THURSDAY, 8th June 2017

18.00 – 19.30  WELCOME RECEPTION
Robert PUNKENHOFER/Michael SPALEK/Barbara NOPPINGER
Austrian Trade Commissioners Barcelona/Madrid/Lisbon

Patrick SAGMEISTER
Chief Operating Officer Advantage Austria

Montserrat BALLARIN
Councillor of Commerce and Markets and Councillor of the District of Eixample,
City Council of Barcelona

Ulrike RABMER-KOLLER
Vicepresident of the Austrian Chamber of Commerce

19.30 – 20.00  TRANSFER TO GALA DINNER
Restaurant „Samfaina“ at the Barcelona opera – Gran Teatre Liceu
La Rambla, 51-59, 08002 Barcelona

20.00 – 23.00  GALA DINNER
OPENING KEYNOTES

Peter HUBER
Austrian Ambassador in Spain

Thomas STELZER
Austrian Ambassador in Portugal

Fabian SIMMER
Digital Officer at SEAT
# AUSTRIA CONNECT IBERIAN PENINSULA 2017
## NEW BUSINESS AND DIGITAL TRANSFORMATION

### PROGRAM

**Location:** Recinto Modernista de St. Pau  |  c/ Sant Antoni Maria Claret, 167 | 08025 Barcelona

**FRIDAY, 9th June 2017**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>08.30 - 09.00</td>
<td>REGISTRATION</td>
</tr>
<tr>
<td>09.00 - 09.30</td>
<td>WELCOME AND SPEED NETWORKING</td>
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<tr>
<td>09.30 - 10.00</td>
<td>KEY NOTE 1</td>
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<tr>
<td></td>
<td>DIGITAL TRANSFORMATION: CHALLENGES AND OPPORTUNITIES</td>
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<td>Aleix VALLS, CEO Mobile World Capital</td>
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<td>10.00 - 10.30</td>
<td>Feedback</td>
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<td>10.30 - 11.00</td>
<td>COFFEE BREAK</td>
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<td>11.00 - 12.00</td>
<td>ROUND TABLE</td>
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<td>DIGITALIZATION: STAYING RELEVANT AND COMPETITIVE</td>
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<td>Pedro CARAVANA, CEO, Contisystems</td>
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<td>Marcus HANDL, President Kapsch TrafficCom Transportation</td>
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<td>Evandro POLLONO, Managing Director, Hinterhuber &amp; Partners</td>
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<td>Sylvia RAUSCH, Marketing Director, Saba Infraestructuras</td>
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<td>César ROJO, CEO, KTM Spain</td>
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<td>Panel Chair: Michael SPALEK, Austrian Trade Commissioner in Madrid</td>
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<td>Q &amp; A</td>
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| 12.00 - 13.00 | **KEYNOTE 2**  
**HOW WILL THE FUTURE OF BUSINESS LOOK LIKE? – BLOCKCHAIN & BIG DATA**  
Shermin VOSHMGIR, Founder and CEO Blockchainhub  
Q & A |
| 13.00 – 14.30 | **LUNCH AND NETWORKING** |
| 14.30 – 15.30 | **PANEL**  
**NEW BUSINESS IN DIGITAL TIMES**  
Eduard BLASI, Lawyer for Cybersecurity at Marimón Abogados  
Carmo PALMA, Managing Director at Novabase  
Alexander RUCKENSTEINER, CEO blueproperty and Investor  
Rainer SATTLBERGER, CEO Fronius Spain  
Panel Chair: Barbara NOPPINGER, Commercial Attaché in Lisbon  
Q & A |
| 15.30 – 16.30 | **WORKSHOP**  
**LEADING IN THE DIGITAL AGE**  
Julia CULEN, Culen Mayhofer Partner |
Individual business meetings between participants |
| 18.00 – 20.00 | **SMART CITY TOUR | SIGHTSEEING** |
| 20.00 – 23.00 | **NETWORKING COCKTAIL AT THE BEACH**  
RED FISH | s/n, Carrer de la Marina, Barcelona (Port Olimpic) |