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AUSTRIA CONNECT

SOUTHEAST EUROPE

OPPORTUNITIES & CHALLENGES

June 14, 2022 | Zagreb, Croatia



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Mon June 13, 2022 19.00-21.00	Pre-Austria Connect Southeast Europe Chill-Out Networking Get together Already in Zagreb for Austria Connect Southeast Europe 2022? Join us for a relaxed Pre-Austria-Connect get together in the Hotel Westin. Venue: THE WESTIN ZAGREB – Panorama 17. Floor Krsnjavoga 1, 10000, Zagreb
Tue June 14, 2022 from 09.30	AUSTRIA CONNECT CONFERENCE SOUTHEAST EUROPE 2022 Venue: THE WESTIN ZAGREB Krsnjavoga 1, 10000, Zagreb Ground Floor Event Registration & Check-in Coffee
10.00-11.30	World Café Southeast Europe – get all your questions on SEE markets answered! Country briefings & coaching world café style! Market entry, setting up a company, finding business partners, defining marketing strategies ... Get your questions answered at our World Café Southeast Europe. At your service are representatives from the Advantage Austria office in Albania, Bosnia and Herzegovina, Croatia, Kosovo, Montenegro, North Macedonia, Slovenia and Serbia as well as teams of our sponsors TPA, VersoAltima group and Quality Austria. Room: Tuškanac & Zrinjevac
11.30-12.30	Bistro Austria Connect Southeast Europe – Meet, Greet & Mingle - Light Networking Lunch
12.30-13.15	Official Welcome & Grand Opening of Austria Connect Southeast Europe 2022 <ul style="list-style-type: none"> • Sonja Holocher-Ertl, Director Advantage Austria Zagreb • Peter Launsky-Tieffenthal, Secretary General of the Austrian Federal Ministry of European and International Affairs • Martha Schultz, Vice-President of the Austrian Federal Economic Chamber and Eurochambres • Prof. Dr. Davor Filipović – Minister for Economy and Sustainability, Croatia (tbc) Room: Crystal Ballroom
13.15-14.30	Southeast Europe: Opportunities for Growth & Development An outlook on growth and development from the macroeconomic point of view, market developments and EU-funding programs and secrets to success in SEE are the topics covered here. Moderator: Sonja Holocher-Ertl, Director Advantage Austria Zagreb <ul style="list-style-type: none"> • Keynote on Growth & Development in SEE Richard Grieveson – Deputy Director at WIIW (Vienna Institute for International Economic Studies) and Research Associate at the Diplomatic Academy of Vienna. • EU-Financed Investments in SEE – how much and where will EU funds be spent? Austrian Trade Commissioner’s view on market developments, funding & investment programmes in EU via Recover.map and Western Balkan countries via WKÖ-Westbalkan.MAP Moderator: Cosima Steiner – Director Southeast Europe at WKÖ Außenwirtschaft Austria Marlinda Zotaj – Head of Advantage Austria Albania Andreas Meindl – Director Advantage Austria for Bosnia & Herzegovina Sonja Holocher-Ertl – Director Advantage Austria for Croatia Michael Dobersberger – Deputy Director Advantage Austria for Serbia, Montenegro and North Macedonia Wilhelm Nest – Director Advantage Austria for Slovenia and Kosovo • How to succeed in Southeast Europe Domagoj Dolinsek – Founder at PlanRadar – Secrets to Success of the Austrian-Croatian unicorn Planradar has recently completed a series B financing round worth EUR 60 million and is on the path to become a unicorn. Founder Domagoj Dolinsek will talk about the secrets to success in SEE from his personal experience. Thomas Haneder – Partner SEE at TPA group – Do’s & Don’ts on SEE markets. Thomas Haneder will share insights on how to do business in SEE, gathered by TPA teams through their own and their client’s experiences in SEE. Room: Crystal Ballroom
14.30-15.00	Networking Coffee Break



15.00-16.00

Cyber Security – fighting the dark side of Digitization

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More relevant than ever, the Cyber threat has been increasing due to geopolitical factors day by day. What businesses should have done already or need to do now, tech solutions that are at companies' disposal and why certification of Information Security Management Systems makes sense – these are the topics we cover in just one hour. Time well invested.

Moderator: Michael Dobersberger, Deputy Director Advantage Austria for Serbia, Montenegro and North Macedonia

- **Introduction: Biljana Cerin, CEO Ostendo Consulting d.o.o.**
Biljana Cerin is an Information Security Expert who has served as Director of (ISC)2, the world's largest association of information system security professionals, is an alumnus of the US Department of State's premier International Visitor Leadership Program and has been ranked among the top 50 Most Influential Women in Cyber Security in Europe.
- **Do you know if you are under attack? – Ivica Gašparić, CTO Verso Altima d.o.o.**
VersoAltima Group have teamed up for the SEE markets with Austrian Radar Cyber Security, the Vienna based European leader in the field of Detection & Response who provides its services based on inhouse developed technology. More than 10 years of research and development brought a comprehensive cybersecurity and IT risk detection platform, used to monitor the IT of global market leaders of all sectors, as well as public authorities.
- **Why Certification of Information Security management systems makes sense - Andrea Ivezić, CEO at Quality Austria Adriatic d.o.o.**



Room: Crystal Ballroom

16.00-17.30

The Talent Challenge – Finding, developing & keeping Talent in SEE

Developments of labour costs & benefits in SEE markets, employer branding and company culture, changing attitudes towards work and communication are topics of THE TALENT CHALLENGE.

Moderator: Wilhelm Nest, Director Advantage Austria for Slovenia and Kosovo

Labour costs, salaries and benefits benchmarks in SEE:

- **Thomas Haneder**, Partner SEE at TPA group
- **Haris Kadenić**, Marketing Director SEE region at Manpower (SI, HR, BiH, BG)

Employer Branding, Company Culture, Changing Attitudes towards Work & Communication:

Discussion facilitator: **Karin Taylor**, Entrepreneur & Executive Search Professional

- **Alen Anić**, Trenkwalder Croatia
- **Marko Kučić**, CEO & Co-Founder of Croatian Start-up Jenz - App for modern internal communication
- **Haris Kadenić**, Marketing Director SEE region at Manpower (SI, HR, BiH, BG)

Selected programmes for funding of talent development in Austria Connect Southeast Europe countries:

- **Company & School Co-operations in the Western Balkans**, funded by the Regional Challenge Fund (RCF), implemented by the Western Balkans 6 Chamber Investment Forum – first impressions from Albania – **Marlinda Zotaj**, head of Advantage Austria Albania
- **Co-financing of training in Austria** for employees of Austrian subsidiaries – **Claudia Angermayer**, Deputy Director Advantage Austria Laibach
- **Education vouchers** for building green and digital skills in **Croatia** – Advantage Austria Zagreb

Room: Crystal Ballroom

17.30-17.40

CONCLUSION OF AUSTRIA CONNECT SOUTHEAST EUROPE 2022

17.40-20.00

NETWORKING RECEPTION

OPTIONAL ADDITIONAL PROGRAM

OPTIONAL ADDITIONAL PROGRAM

18.50

Bus transfer to Gala Event '30 years of smart relations' of the Austrian Embassy Zagreb and the Austrian Cultural Forum Zagreb

MSU: Muzej suvremene umjetnosti, Avenija Dubrovnik 17, Terrasse

19.30-20.30

Concert and Reception on the occasion of 30 years of smart relations between Austria and Croatia

Hosted by the Austrian Ambassador to Croatia, **Josef Markus Wuketich**



Venue: MSU: Muzej suvremene umjetnosti, Avenija Dubrovnik 17, Terrasse

Croatian National Anthem

Austrian National Anthem

Welcome Addresses by

- **Peter Launsky-Tieffenthal**, Secretary General of the Austrian Federal Ministry of European and International Affairs
- **Gordan Grlić Radman**, Minister for Foreign and European Affairs of the Republic of Croatia

Concert

- **BasBariTenori**
- **Nina Kraljić**

European Anthem

From ca. 20.30

Reception on the occasion of 30 years of smart relations between Austria and Croatia

On demand shuttles back to Hotel Westin