

AUSSEN
WIRTSCHAFT

GLOBAL NFT ACADEMY 2022

NFTS – THE BEAUTIFUL, THE EXCITING & THE FUTURE

Mittwoch, 21.9.2022 & Donnerstag, 22.9.2022

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PROGRAMM

Blickle-Kino im Belvedere 21 | Arsenalstraße 1 | 1030 Wien | Österreich (Tag 1)

Online via **Zoom** (Tag 2)

gefördert im Rahmen von



einer gemeinsamen Initiative des Bundesministeriums für Arbeit
und Wirtschaft und der Wirtschaftskammer Österreich



NFTs, Metaverse und Blockchain sind Ihnen vertraut wie Wiener Schnitzel und Kaiserschmarrn? Oder denken Sie bei "Mints" und "Drops" eher an Zuckerl in grüner Farbe? In beiden Fällen sind Sie bei uns richtig!

Die AUSSENWIRTSCHAFT Creative Industries organisiert gemeinsam mit den AußenwirtschaftsCentern Manila und San Francisco erstmals eine Global NFT Academy für Sie: 2 Tage, 3 Kontinente, 15 Zeitzonen und 35 internationale Sprecherinnen und Sprecher!

Mittwoch, 21.9.2022 | Blickle-Kino im Belvedere 21 | Arsenalstraße 1 | 1030 Wien

Während dieses ersten Tages der Global NFT Academy wollen wir uns NFTs auf den unterschiedlichsten Wegen nähern: von ihrer Entstehung zur Zukunft und warum NFTs nicht mehr aus dem Alltag wegzudenken sind.

Onwards in English:

15:00

**CHRISTINA STIEBER | AUSSENWIRTSCHAFTSCENTER MANILA
REANNE LEUNING | AUSSENWIRTSCHAFT CREATIVE INDUSTRIES
WELCOME & KICK-OFF**



Christina Stieber has been in an on/off relationship with the Austrian Foreign Commercial Service since 2004 supporting Austrian companies in Milan (Italy), New York (US) and currently in Manila (Philippines). A law graduate by training but an export consultant by passion, she advises Austrian companies in many different sectors on how to enter the Philippine market and grow their business in one of the fastest growing economies in the Asian region.



Reanne Leuning is responsible for the internationalization programs for the Austrian Creative Industries at ADVANTAGE AUSTRIA, the Austrian trade promotion and innovation agency with more than 100 offices in 70 countries. Through consulting, financial support and the organization of exhibitions, showcases and B2B matchmaking events as well as conferences and economic missions, the main aim is to generate more international business opportunities for Austrian designers and manufacturers, the music industry, fashion labels, filmmakers, artists, and other creative entrepreneurs.

15:05

**WOLFGANG BERGMANN | CHIEF FINANCIAL OFFICER AT THE BELVEDERE
"THE POTENTIAL OF NFTS FOR A MUSEUM"**



© Ingo Pertramer/
Belvedere, Wien

Wolfgang Bergmann has been the Belvedere's chief financial officer since 2017. After earning a degree in theology, he began his career as the spokesperson and head of public relations for the charity Caritas (1988–96). During his time as head of communications for the Archdiocese of Vienna, from 1996 to 2000, he also served as the founding director of Radio Stephansdom. He was appointed publishing director of the daily newspaper Der Standard in 1999, taking over as managing director in 2000, and served on the board of Standard Medien AG from 2008 to 2012.

15:20

DONG-SEON CHANG | INNOVATOR, SPEAKER & WRITER
SINHAEE LEE | PARTNER AT GBIC (GLOBAL BLOCKCHAIN INNOVATIVE CAPITAL)
“THE GLOBAL NFT ECOSYSTEM”

Dong-Seon Chang, born in Heidelberg, Germany, studied biology at the University of Konstanz and holds a doctorate in Neuroscience from the Max Planck Institute for Biological Cybernetics in Tübingen. He inspires audiences throughout the world as a science slammer, science communicator and speaker. He has won more than thirty German and international competitions and was the German national winner of the "Science Slam in the Science Year 2014: The Digital Society" and "FameLab Germany 2015".



Sinhae Lee is a Partner at GBIC (Global Blockchain Innovative Capital), leading blockchain investments and accelerating robust projects. Prior to joining GBIC, she has been deeply involved in the FinTech/blockchain industry in Silicon Valley. She led business development and operations at a payment start-up, Coin, which was acquired by FitBit in 2016, and later worked at NerdWallet, a FinTech startup in San Francisco. She started her career as a management consultant at McKinsey & Company. She brings her Silicon Valley and consulting experience to the blockchain/crypto industry. Sinhae holds an MBA from Stanford University and a B.A. in Business from Korea University.

15:40

VISHAKHA SINGH | ENTREPRENEUR (NFT & FILMS), ACTOR & WEB 3.0 EDUCATOR
“THE RISE OF NFTS IN THE GLOBAL SOUTH”

Vishakha Singh is an Indian film producer and startup entrepreneur who moonlights as an actor once in a while. After spending a significant number of years producing award-winning film content, Vishakha was the winner of the "Woman Entrepreneur Quest" in India in the year 2017. Her aim now is to provide the country's youth with game-changing platforms that serve as a safe space for creators to thrive. Breaking stereotypes in the world of cryptos, Vishakha is the Cofounder of India's first NFT Marketplace under the WazirX brand. Taking her learnings of Web 3.0 further, Vishakha is now on a mission to introduce as many women as possible in the Web3 ecosystem and designing NFT strategies for mass adoption as Chief NFT Strategist at CoTo. CoTo is a new age social media platform where women come together to empower each other and explore the possibilities of blockchain.

16:00

ALFRED TAUDES | ENTREPRENEURIAL PROFESSOR
“WHAT IS VALUABLE ABOUT THAT? THE ECONOMICS OF NON-FUNGIBLE TOKENS”

As Professor at the Department of Information Systems and Operations Management and the Research Institute for Crypto Economics at the Vienna University of Economics and Business, **Alfred Taudes** is an expert when it comes to the intersection of cryptocurrencies and economic theory.

16:20

SHORT BREAK

16:40**BAHER AL HAKIM | SERIAL ENTREPRENEUR & CEO AT MEDICUS AI
FRANCISCO SUPIN | CREATIVE DIRECTOR AT VIENNA DIGITAL LAB
“HOW ARE NFTS CREATED? A TECHNICAL INTRODUCTION TO THE WORLD OF
NFTS”**

Baher Al Hakim is the CEO of Medicus AI. He is a dentist by study and a serial entrepreneur by practice, with 18 years of experience in a broad spectrum of disciplines including product, design and development, business, sales, and marketing. He is an investor and backer of a few startups and blockchain/NFT projects.



Francisco Supin is an experienced cultural manager. General manager of Strauss Capelle Vienna since 2018, he co-created the first classical music NFT made in Vienna: MozartBeats. Currently he works as the creative director at Vienna Digital Lab, redefining the future of culture, arts, and music through groundbreaking NFT projects.

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17:00**GUIDO KUCSKO | CONCEPTUAL ARTIST & HONORARY PROFESSOR FOR
INTELLECTUAL PROPERTY LAW
“IS THIS ALLOWED? A SHORT EVALUATION OF COPYRIGHT ASPECTS NFTS FACE”**

Guido Kucsko is a conceptual artist and honorary professor for Intellectual Property Law, with a special focus on Copyright Law, at the University of Vienna, Department of Innovation and Digitalisation in Law. His current work focuses on NFT, AI, and metaverse. With a team of lawyers, he has been researching the copyright challenges of marketing NFT art. He will report on the results of this self-experiment in the interplay between art, technology, and law.

© Mauricio Mayer

17:20**JASCHA SÜSS | DIGITAL ARTIST
“THE PERSPECTIVE OF A DIGITAL ARTIST”**

Jascha Süß is a digital artist living and working in Vienna. He studied media technology at the University of Applied Sciences in St. Pölten with the specialization experimental media, where he is also teaching since 2021. Over the past years he mainly worked in the fields of experiential design, projection mapping and live visuals. He has created visuals for festivals such as Nova Rock and Frequency, as well as for large cultural events. He also works together with DJ and producer duo Kruder & Dorfmeister creating the visuals for their live show. Since 2020 Jascha is active in the NFT space, selling digital artworks as unique tokens on the art marketplace SuperRare.

17:40

ROBBY SCHWERTNER AKA CRYPTOROBBY | BLOCKCHAIN EXPERT
“THE METAVERSE: WILL WE ALL LIVE IN A (BRAVE) NEW VIRTUAL WORLD?”



As CryptoRobby, **Robby Schwertner** has been actively engaged in the blockchain, NFT, and metaverse domains as a business developer. His work includes blockchain-based applications support for large European and Asian businesses, as well as retail, mobility, real estate, and energy projects. The critical insights he offers are published on his website, www.cryptorobby.com, as well as on his LinkedIn profile. Robby is a frequent speaker at international blockchain-related conferences, was an expert speaker at the British Parliament, gave a TEDx talk and was a speaker at the OECD Global Blockchain Policy Forum. He holds a master's degree in Natural Sciences from the University of Vienna, as well as a postgraduate degree in European Advanced Studies. With his initiative #ReturnOnSociety Robby supports blockchain, NFT and metaverse projects with an added value to society.

18:00

CLOSING REMARKS

until 20:00

GET TOGETHER & NETWORKING

Lucy Bar im Belvedere 21



Foto: Belvedere

Donnerstag, 22.9.2022 | Online via Zoom

An diesem zweiten Tag werden wir tief in die Themenwelten der NFTs in Sachen Kunst, Kultur, Mode, Musik, Finanzen und Development Work eintauchen.

Zoom-Event: [Link](#)

Onwards in English:

08:50

DEEP DIVE DAY – OPENING

- **Reanne Leuning**, Sector Manager, AUSSENWIRTSCHAFT Creative Industries

09:00 – 10:30

DEEP DIVE SESSION 1 | OLD MASTERS, NEW MEDIUM - NFTS & MUSEUMS

Moderator: Reanne Leuning

Experts:



- **Saskia Leopold** is a lawyer in Vienna specialised in Intellectual Property Law, with a particular focus on copyright, unfair competition, media, and art law. Saskia regularly represents clients in all aspects of intellectual property law (trademark and branding, copyright, trade secret, patent licensing, and general litigation) in a variety of industries. As an art lover and art historian, Saskia's client portfolio also includes mandates for artists, collectors, foundations, and museums. Also, Saskia frequently holds talks for university students and clients and publishes articles on all matters relating to art law.



- **Steph Oller** is the Co-Founder of Artifract, a pioneer of Fine Arts NFT in Asia. They are focused on helping art estates, museums, private collectors, and artists in the preservation of Fine Arts, ensuring copyright of every piece, and future-proofing collections. Artifract does not do digital art. Their NFTs are all based on physically exclusive, archival pieces that comprise the very foundation of Fine Arts – pieces that will not go on sale any time soon. They produce the ONLY official minted version of every physical piece in the blockchain, allowing traceability and authenticity. They allow access for every art and NFT enthusiast to the most valuable art collections of the Philippines to the rest of the region.



- Having studied Law & Art Management, **Jürgen Pözl**'s current position with artèQ perfectly combines both of his passions. Jürgen's background is in legal consulting, where he specialised in IP & IT law. After several years in the legal world, Jürgen joined artèQ in November 2021 and is now heading the operational team.



- **Markus Wiesenhofer** has been Deputy Director of Communications and Marketing at the Belvedere Museum in Vienna since 2017. After earning a degree in tourism management at the University of Applied Sciences IMC Krems, he began his career as Marketing Manager in New York (2001-04) for the Austrian Tourist Office. Later he became leader of the team International Markets and Strategy at the Austrian National Tourist Office in Vienna. From 2012 until 2017 he was head of strategy and development of the Schönbrunn Group in Vienna. At the Belvedere he is project coordinator for "The Kiss NFT". He frequently lectures on Arts Tourism and Marketing at universities in Austria.
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09:00 – 10:30**DEEP DIVE SESSION 2 | NFTS & FINANCE****Moderator: Christina Stieber****Experts:**

- **Fatmire Bekiri** holds a Master in Banking & Finance. She is heading the tokenization Business Unit at the world's first Digital Asset Bank Sygnum and is thus shaping future finance. Her first bitcoin was a birthday present. Another fun fact: Sygnum Bank fractionalized a CryptoPunk: <https://www.insights.sygnum.com/post/cryptopunk-6808-tokenized-by-sygnum-bank>.
- **Mario Jordan (Magellan) Fetalino** is currently a Board Trustee of FinTech Alliance Philippines, helping support policymaking and policing of FinTech players in the Philippines. He also used to serve as the Chairman of the Board of The Global Filipino Investors, one of the biggest financial education companies in the Philippines.
- **Stefan Nutz** is part of FLR Finance, a Web3 Software House that is building a suite of DeFi and Web3 products that provide blockchain communities with seamless access to the rapidly expanding DeFi Economy, starting from the Flare Network and expanding into a multi-chain future.
- **Florian Spiegel** is the Co-Founder and COO of FinFabrik. FinFabrik is a financial technology company connecting asset owners and investors to make investment opportunity accessible to anyone. Leveraging blockchain technology on their platform, they are renewing the infrastructure of capital markets. By transforming traditionally alternative, illiquid assets into Digital Asset-Backed Securities, FinFabrik powers a digitally integrated end-to-end lifecycle, from issuance to trading. This will broaden access to assets and capital, link supply and demand more efficiently and enable innovative new business models.

11:45**DEEP DIVE TEASER | SOCIAL JUSTICE IN NFTS**

- **Tejas Chopra** is an Engineering Leader at Netflix. He works on implementing storage solutions for Netflix studios in the cloud. Tejas is an advisor to several Web3 startups and is a renowned TEDx speaker. He speaks on Blockchain, NFT, Metaverse, Software Development, Cloud Architectures, and Engineering Culture.
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12:00 – 13:30**DEEP DIVE SESSION 3 | NFTS FOR GOOD****Moderator: Christina Stieber****Experts:**

- **Tom Hesketh** is currently the Deputy Executive Director of the European Chamber of Commerce in Cambodia and a founding partner of Fauna NFT. Having been based in the Southeast Asian region for the last eight years he has worked as a strategy consultant across various programs in the Greater Mekong Subregion. With a background in natural sciences and biology, Tom is a keen nature lover with an interest in crypto and these interests are what brought him together with Fauna NFT's two other founders, Todd and Owen, in Cambodia. All three founders have backgrounds in consultancy, conducting data collection for development objectives, and have worked with various NGOs, governments, embassies, and international institutions.



- **Miroslav Polzer** is a global governance entrepreneur. He works with scientists, UN organizations, blockchain experts, youth networks et al. on new conceptual frameworks as well as technological and institutional innovation for multi-stakeholder climate action coordination and incentivization. To deliver a proof of concept of blockchain-enabled climate entrepreneurship, he has initiated the #DigitalArt4Climate initiative, which turns artworks into digital assets/NFTs which can then be collected and traded by art collectors as well as ordinary citizens, thus opening new forms of resource mobilization for action for climate empowerment.



- **Sabine Seymour** is a data economist, an award-winning entrepreneur, and professor. She is a strong advocate for the democratisation of data so they can be used for social and environmental good. She has co-founded several companies with her eclectic teams. She speaks at TEDx and SXSW and conducts research at Parsons School of Design and Aalto University.



- As the Executive Director of SeedIn Technology (Philippines), **Edison Tsai** is responsible for managing and developing the Philippines finance market and works closely with other overseas counterparts to ensure successful expansion and implementation of SeedIn into the Philippines. As an art enthusiast, he co-founded Unit 256, a startup that brings classical Filipino art to the public through NFTs. In his work he focuses on royalty programs through which Filipino artists can directly profit from their work and have sustainable perpetual income.



- **Julian Wiehl** is the Founder of VANGARDIST Magazine. With a bold and highly awarded campaign to fight the stigma surrounding HIV, the magazine made headlines around the world. In 2018, he was elected Austria's Onliner of the Year for publishing. He has also founded the Future Ball for visionaries from art and technology. What's more, since January 2019 he is the Chief Executive Officer of the Vanguardist Agency delivering avant-garde design and concepts to brands and companies.
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12:00 – 13:30

DEEP DIVE SESSION 4 | NFTS & FASHION

Moderator: Reanne Leuning

Experts:



- **Matthias Lechner** loves to inspire others. Creativity is the source of everything for him. His interest in the new and the unusual drives him. Matthias has been involved with computers ever since 1988. Since 1997 he has been active as a graphic designer and marketer with jobs in Paris, Bolzano, and Innsbruck. In 2007 he became an entrepreneur in Austria and founded his first own company, the renowned advertising and digital agency Factor Innsbruck. In addition, he is co-founder of the software company p&p MultiTouch® as well as the educational initiative Coding4Kids.at. In 2022 he founded NFBands.X - Austria's first full-service Web3 and Metaverse agency, which is the manifestation of his previous experiences.



- As the Editorial Director and Co-Publisher of WeAr global magazine, **Shamin Vogel** is constantly travelling and researching to inform the fashion industry about upcoming business trends. Having worked in the fashion industry for over ten years, she has a solid understanding of its workings throughout the entire supply chain with a special focus on brands and retailers. WeAr has always combined fashion with art. Therefore, they were involved in the NFT topic already from the early days and recently published a comprehensive overview of NFTs and Metaverse in fashion today.

13:45 – 14:00

DEEP DIVE TEASER | ART NFTS AFTER THE FRENZY



- **Christina Steinbrecher-Pfandt** is an international art curator and director. Together with Micha Anthenor Benoliel, she co-founded Blockchain.art, a digital platform for artists and collectors. She was also part of the founding team that rebranded Austria's biggest contemporary art fair, viennacontemporary.

14:00 – 15:00

DEEP DIVE SESSION 5 | WORKSHOP: MINT YOUR OWN NFT

Moderator: Reanne Leuning

Expert:



- **Larisa Barbu** is an experienced analyst who uses data-driven approaches to make better decisions. She is the co-founder and COO of Exchange.art. Previously she helped shape desks and verticals at JPMorgan, 0Chain, Mortgage Engine, Eurostar, and Dentsu International.

15:00 - 16:30

DEEP DIVE SESSION 6 | NFTS & MUSIC

Moderator: Daniel Zawarczynski

Experts:



- **Baher Al Hakim** is the CEO of Medicus AI. He is a dentist by study and a serial entrepreneur by practice, with 18 years of experience in a broad spectrum of disciplines including product, design and development, business, sales, and marketing. He is an investor and backer of a few startups and blockchain/NFT projects.



- **Georg Müller** is the Founder and CEO of B.A.M Ticketing, a startup from Austria that provides artists, sports clubs, event organizers, and venues with an NFT ticketing system. Their platform helps organizers to maintain control and visibility over the whole life cycle of a ticket - from the distribution over secondary trading to the redemption.



- **Francisco Supin** is an experienced cultural manager. General manager of Strauss Capelle Vienna since 2018, he co-created the first classical music NFT made in Vienna: MozartBeats. Currently he works as the creative director at Vienna Digital Lab, redefining the future of culture, arts, and music through groundbreaking NFT projects.

15:00 - 16:30

DEEP DIVE SESSION 7 | NFTS IN CONTEMPORARY ART

Moderator: Reanne Leuning

Experts:



- **Sergiu Ardelean** is a serial entrepreneur from Austria who built a successful Augmented Reality agency in Vienna which served clients such as Volkswagen and Audi in 42 countries. He is one of the co-founders as well as CEO of a startup that envisions the combination of haptic and digital art through augmented reality. Artivive has offices in Europe, the US and China and is used by 170.000 artists in 120 countries. The projects with world-famous museums and galleries in Vienna, Munich, San Francisco, Seoul, and Shanghai show that the art scene is ready for the new dimensions augmented art can bring.



- **Mirella Bärnthaler** has always been working in the creative and cultural industries, focusing on project creation and implementation. In early 2021 she teamed up with Alexander Baldele at Caliber Consult to explore the upcoming opportunities of blockchain technology. She has been working as a consultant and project lead in token economy projects ever since. Her expertise lies in the analysis of complex systems, generating value and impact for its stakeholders.



- **Ismael Jerusalem** is the founder and CEO of OWNLY, an innovative token-based art, gaming, and governance NFT platform that enables creators and collectors to optimize the authentic value of NFT assets. OWNLY is created to be a meeting place of artworks, artists, gamers, and collectors in the crypto space.



- **Patrick Neuenschwander** is a serial entrepreneur that brings a full backpack of leadership and innovation experience from several SMEs and startups across Europe and China. He has a deep passion for the blockchain and NFT space, where he is a global capacity and very well connected. He is a crypto art collector and partner at SNGLR Group.

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Christina Stieber

Die österreichische Wirtschaftsdelegierte in Manila



Reanne Leuning

Branchenmanagerin Creative Industries in Wien



Daniel Zawarczynski

Der österreichische Wirtschaftsdelegierte in San Francisco und
Co-Director von Open Austria

In case you missed it before, the event is going to be in English.