

ADVANTAGE
AUSTRIA

15. GROW EAST CONGRESS

THE TRANSFORMATION OF CENTRAL AND EASTERN EUROPE IN A GLOBALIZED WORLD

Thursday, December 5th, 2024 | 09:00 – 14:00 hrs.

PROGRAMME

Venue: Saal 6 | Austrian Federal Economic Chamber | Wiedner Hauptstraße 63 | 1040 Vienna

Language: English

Thursday, December 5th, 2024

08.30 – 09.00

REGISTRATION

09.00 – 09.15

WELCOME AND OPENING

Michael OTTER | Director General, ADVANTAGE AUSTRIA, Austrian Federal Economic Chamber

PROGRAM OVERVIEW

Manfred F. BERGER, Partner of ICONIC Consulting & Founder of NEUSICHT Think Tank

09.15 – 10.30

SESSION 1: WHAT IS CEE'S CURRENT POSITION AND WHAT IS THE OUTLOOK FOR THE REGION

Speakers shed light on the developments in CEE from a historic, economic, political and societal perspective.

Philipp THER, Professor of Central European History at the University of Vienna

Gunter DEUBER, Chief Economist/Head of Research, Managing Director, Raiffeisen Research, Vienna

Martin EHL, Chief Foreign Policy Analyst and Columnist, Hospodářské noviny, Prague

Sebastian SCHÄFFER, Director, Institute for the Danube Region and Central Europe, Vienna

Moderation: Desislava DIKOVA, Professor of International Business, WU Vienna

10.30 – 11.00

COFFEE BREAK

In Kooperation mit:



gefördert im Rahmen von



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

11.00 – 12.00

SESSION 2: WHAT IS AUSTRIA'S AND VIENNA'S CURRENT AND FUTURE ROLE IN CEE?

While Vienna has lost the role as a gateway to CEE, it is still an important business hub for CEE, offering a dense net of financial and professional services.

The presence of regional players from different sectors and Vienna's role as an education hub make up the appeal of the city. How important is Vienna as a location for CEE headquarters? What are the strengths and weaknesses of Vienna as a business hub for CEE?

Birgit REITER-BRAUNWIESER, Team Lead & Director CEE & Research Location, Austrian Business Agency

Christian FREY, Head of International Business, Vienna Business Agency

Mihael BELIC, CFO South East Europe, Henkel

Andrea GRITSCH, Managing Partner, Wolf Theiss

Moderation: Arnold SCHUH, WU Vienna

12.00 – 13.00

SESSION 3: OUTLOOK ON THE WESTERN BALKANS

The Western Balkan countries are at different stages in the accession process to EU. Higher growth rates than in the Central European countries, lower labor costs and closeness to core markets make them attractive for foreign investors. However, poor infrastructure, political instability, and weak institutions are preventing many foreign companies from engaging in these markets. How do EU enlargement prospects fuel the attractiveness of the region? How do foreign firms operating in the region perceive business and investment climate in the region? Are the Western Balkans an attractive place for nearshoring?

Branimir JOVANOVIC, Economist, The Vienna Institute for International Economic Studies (wiiw)

Lisa RILASCIATI, Senior EU Policy Advisor, Austrian Federal Economic Chamber

Rainer SCHNABL, CEO Raiffeisen Bank BIH

Jürgen SCHREDER | Austrian Commercial Counsellor in Belgrade, ADVANTAGE AUSTRIA, Austrian Federal Economic Chamber

Moderation: Gerd BOMMER, Regional Director Southeast Europe, ADVANTAGE AUSTRIA, Austrian Federal Economic Chamber

13.00 – 14.00

SPEED DATING FIRMS & STUDENTS

Die Veranstaltung erfolgt im Rahmen der Internationalisierungsoffensive **go-international**, einer gemeinsamen Initiative des Bundesministeriums Arbeit und Wirtschaft und der Wirtschaftskammer Österreich.

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