

# AUSTRIA CONNECT

## NORTH AMERICA 2022



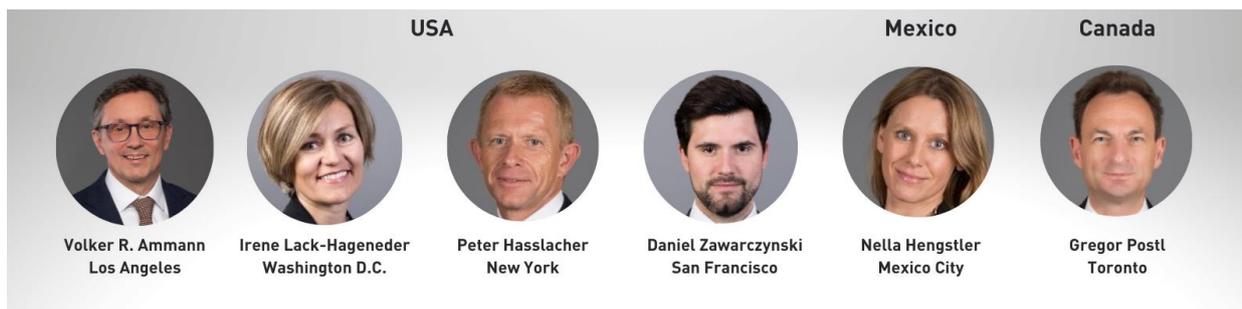
December 8 -11, 2022 | Denver, Colorado

Welcome to the 14<sup>th</sup> edition of the **AUSTRIA CONNECT NORTH AMERICA**  
- the largest conference for U.S. Newcomers and Executives of Austrian  
Subsidiaries in the U.S., Canada, and Mexico

Austria Connect North America is THE event where Austrian and North American business executives come together to exchange ideas and discuss mutual matters of economic concern and interest.  
In fact, Austria Connect grew to biggest b2b event and annual meeting of US based business leaders of European companies in the United States.

We are living in uncertain economic times with various sources of disruption affecting literally each and every aspect of business and decision making. How do we make decision in a volatile economy? How do we navigate and lead effectively through change and uncertainty? Let's stick our heads together, let's brainstorm, collaborate, and communicate and come up with extraordinary ideas and visions.

### Meet our New North America Team



## AUSTRIA CONNECT NORTH AMERICA 2022

### MEET IN PERSON

**Make new personal contacts, exchange thoughts – Let`s thrive together**

### Welcome to the 2022 Austria Connect North America!

The world has changed in unexpected and dramatic ways. The world economy has been disrupted, industries have been affected in unforeseen ways, and our lives have been turned upside down. Today, decision-making requires more skills than ever before. Many developments and technical advancements that once had been predicted for tomorrow, all of a sudden became reality yesterday. We are at the verge of the beginning of a new dawn for humanity and uncertainty has become our new normal. This year's Austria Connect North America will look at how we best position ourselves and our businesses in order to prevail and **thrive in the new normal**. What place could be better suited for this purpose than an innovative thriving tech, education and business hot spot in the midst of the Rocky Mountains – Denver, CO?

This year's topics include the increased importance of the circular economy, how disruptive technologies can change our world in a sustainable manner. We will look at new means of communication and interchange, and we will examine the new world order for supply chains.

Innovation, creativity, and the disruption of old habits and the 'old normal' will all be key focus points of the 2022 Austria Connect North America.

Adapt & thrive!

... and by the way! Most of you have not had the chance yet to meet our new Trade Commissioners in person. Now ... this is your chance to meet "Team USA, Canada and Mexico @ ADVANTAGE Austria" in person.

I am looking forward to seeing and meeting you IN PERSON!

With my very best regards,



Volker R. Ammann

## Day 1 | Thursday, December 8

### Newcomer Workshop – your first “deep dive” into the US & Reception

#### NEWCOMER WORKSHOP

Are you thinking about setting up shop in the U.S.? Having a business presence in the U.S. does indeed come with many perks and attractive advantages. The process, however, is less than straightforward and - for good reasons - can be quite intimidating. You will have to figure out what type of entity to establish and matters concerning jurisdiction and immigration should also not be taken lightly. Even though these might be exciting times for you, the process is not easy to navigate, and you pretty much only have one chance to get it right. So, you're still up for it? Then fear no more, we have you covered.

#### NEWCOMERS USA 2022



#### WORKSHOP FOR NEW EXPORTERS AND INVESTORS

Workshop requires separate registration

McNichols Civic Center Building | Civic Center Park, 144 W Colfax Ave | Denver, CO 80204

**Dress code:** business casual

10.30 – 10.40 am

#### WELCOME AND INTRODUCTION

- Volker R. AMMANN | Austrian Trade Commissioner Los Angeles

10.40 - 10.50 am

#### WELCOME NOTE US EMBASSY IN VIENNA

- Hanley JONES | Commercial Counselor, United States Embassy Vienna

10.50 – 12.00 pm

#### PANEL – DOING BUSINESS IN THE UNITED STATES

Moderation: Tony Emsenhuber | Austrian Deputy Trade Commissioner Los Angeles

- Gregor VOGRIN | Managing Partner, Syngroup Management Consulting LLC
- Tycho STAHL | Partner, Arnall Golden Gregory
- Moritz SCHUMANN | Partner, Schumann Burghart LLP
- Christian TROST | Manager Business Development, Cargo Partners
- Michael CRANDALL | VP Sales, Gebrueder Weiss
- Stefan GROESSBACHER | Associate Partner, Rödl & Partner

12.00 – 2.30 pm

#### COMPANY SITE VISIT

- Topics: Geotech, Robotics, Cybersecurity, AI

light lunch included, transfer back to McNichols Civic Center Building

3.00 – 3.50 pm

## INVESTMENT & GROWTH OPPORTUNITIES IN THE U.S. AND THE METRO DENVER REGION

Moderation: Daniel ZAWARCZYNSKI | Austrian Trade Commissioner San Francisco

In this panel, we will highlight the attractiveness of both the U.S. market in general, and the Denver region in particular for investors. It is stacked with prominent representatives from the U.S. Embassy in Vienna and two Denver economic development organizations.

- Hanley JONES | Commercial Counselor, United States Embassy Vienna
- Stephanie GARNICA | Director Global Business Development, Denver Economic Development & Opportunity
- Morgan B. ALU | Director International Business Development, Metro Denver EDC

3.50 – 4.00 pm

Brief Coffee Break

4.00 – 4.55 pm

## LEARNING FROM SUCCESSFUL SUBSIDIARIES

Discussion with representatives from successful US subsidiaries of Austrian companies. Meet experienced leaders and take a deep dive into the world of US subsidiaries. Hear and learn from the best. Listen to their tricks and lessons learnt – but as well from their failures and stumbles along the way.

Moderation: Irene LACK-HAGENER | Austrian Trade Commissioner in Washington, D.C.

- Leo FREI | COO Aerocompact
- Dieter EIER | VP Business Development, Frequentis USA Inc.
- Wolfgang KÜNG | Executive VP and CFO, Blum America Inc.
- Michael HAAS | VP, Ferrobotics Inc.

4.55 – 5.00 pm

## WRAP-UP AND CONCLUSION

- Volker R. AMMANN | Austrian Trade Commissioner Los Angeles

Time to freshen up and gear up for the grand opening

6.00 pm

## GRAND OPENING OF AUSTRIA CONNECT NORTH AMERICA 2022

Welcome Reception with VIPs

McNichols Civic Center Building | Civic Center Park, 144 W Colfax Ave | Denver, CO 80204

## GRAND OPENING OF AUSTRIA CONNECT NORTH AMERICA 2022

### WELCOME RECEPTION

You have just arrived in Denver – jetlagged - or your head is spinning from your first deep dive into the legal US domain? No matter what – Gear up and get ready! Make sure you join us for the Grand Opening & Welcome Cocktail Reception. Meet & Greet - mingle with VIPs in business and politics as well as with distinguished guests.

Here and now, we are kicking-off the Austria Connect North America 2022.

5.30 pm

### CHECK-IN AND REGISTRATION

McNichols Civic Center Building | Civic Center Park, 144 W Colfax Ave | Denver, CO 80204

6.00 – 6.10 pm

### WELCOME REMARKS & INTRODUCTION OF HOST

- Volker R. AMMANN | Austrian Trade Commissioner Los Angeles

6.10 – 6.20 pm

### WELCOMING BY HOST

Dr. Nayantara Ghosh-Ersek and Hikmet Ersek are tonight's hosts and will open the event together with this year's VIPs.



- Hikmet ERSEK | Fortune 500 Top CEO and former President (CEO) of Western Union, Board Member Erste Group and Honorary Consul of the Federal Republic of Austria in Denver for Colorado, New Mexico, and Wyoming

6.15 – 9.00 pm

### COCKTAIL RECEPTION

Meet, greet, and mingle with VIPs in business and politics and distinguished guests.

### END OF DAY 1

## Day 2 | Friday, December 9 Conference Day

### AUSTRIA CONNECT NORTH AMERICA 2021

Dress code: business casual

McNichols Civic Center Building | Civic Center Park, 144 W Colfax Ave | Denver, CO 80204

#### 8.00 – 9.00 am REGISTRATION & FULL BREAKFAST

#### 9.00 – 9.30 am OPENING REMARKS

- Volker R. AMMANN | Austrian Trade Commissioner
- Michael POSTL | Consul General of the Republic of Austria in Los Angeles

9.30 – 10.30 am

#### BOUNDARY RIDERS – A NEW APPROACH TO INTRAPRENEURSHIP AND CORPORATE INNOVATION



- Ernesto SIROLLI | The Sirolli Institute

Ernesto Sirolli is the founder of the Sirolli Institute, an author, and a highly sought-after speaker. Ernesto is also a leading consultant in the field of economic development.

10.30 – 11.30 am

#### FORESIGHT TOOLS FOR LEADERS



- Sean NESS | The Institute for the Future

The future is not something that just happens to us. The future is something we create.

11.30 – 12.30 pm

#### A DECARBONIZED ECONOMY BY 2050



- Dr. Martin KELLER | Laboratory Director at the National Renewable Energy Laboratory

Martin has served as director of the National Renewable Energy Laboratory since 2015. In this capacity, he has developed a three-pronged strategy for ENREL that has led to game-changing scientific outcomes.

12.30 – 1.30 pm

#### LUNCH BREAK AND NETWORKING OPPORTUNITY

Lunch will be served buffet style between 12:00 and 2:00 pm.

1.30 – 2.30 pm



## COURAGE AND COLLABORATION: THE ENORMOUS OPPORTUNITIES IN FIXING OUR BROKEN FOOD SYSTEM

- Robyn O'BRIEN | rePlant Capital

Robyn is the co-founder of rePlant Capital, a financial services firm that aims at transitioning farmland to regenerative and organic agriculture. Robyn is a trusted and sought-after food industry advisor, strategist, and public speaker.

2.30 – 3.30 pm



## KEEP GOING! – HOW TO PICK YOURSELF UP AND SUCCEED

- Surprise guest | tba

Life is full of ups and downs - so we have been told numerous times. Let's hear and learn from the best in athletics and sports. Let's find out what it means to lose it all and what it takes to pick yourself up again and - against all odds - emerge victorious. Lessons for business and life.

3.30 – 4.00 pm

## WRAP-UP AND CONCLUSION

- Volker R. AMMANN | Austrian Trade Commissioner Los Angeles

**END OF OFFICIAL PROGRAM. PLEASE JOIN US FOR THE OPTIONAL WEEKEND AND LEISURE PROGRAM**

5.00 pm

**BUS DEPARTS FROM THE BROWN PALACE TO VAIL**

5.00 – 7.00 pm

**TRANSFER TO VAIL**

7.00 – 9.00 pm

**HOTEL CHECK-IN AND SOME WELL DESERVED DOWN TIME**

9.30 – 10.30 pm

**WELCOME COCKTAILS**

**The Hythe Vail**

715 West Lionshead Circle

Vail, CO 81657

p. +1 970.476.444

[www.thehythevail](http://www.thehythevail)

With more than 5000 acres of skiable terrain, 346 inches of snowfall annually, and roughly 190 trails, Vail is a prime location for all things wintery and snowy. Join us for a weekend of skiing and snowboarding in one of the most renowned ski resorts. Even if you are not up for snow sports, Vail has something to offer for everyone. And what could possibly be wrong with coming just for the après ski? Don't miss out on this fun event. Pre-Christmas time in Vail is an unbeatable experience. And what better way to connect, exchange, experience, network – right?

Last-but-not least ... We do have surprises up our sleeves for ya! ... and the cherry on the cake is a fire site chat with Fortune 500 top executive Hikmet Ersek.

## Day 3 | Saturday, December 10

### Fireside Chat & Leisure Day

8.00 – 3.00 pm

#### SPORTING AND LEISURE EVENTS

Please join us for a day packed with multidisciplinary talks and insights from some of the most exciting names in business and sports. You will hear from some of the greatest in sports how they fell and picked themselves up over and over again – only to emerge stronger than before.

This year, we will go skiing and snowboarding. So yes, you will definitely need your winter gear. For those who don't fare too well in the cold weather, Vail offers ample opportunity to gather and pick up on unfinished conversations and discussions from the previous days.

3.00 – 5.00 pm

#### RELAX & RECHARGE

5.00 – 6.00 pm

#### FIRESIDE CHAT WITH HIKMET ERSEK, BOARD MEMBER ERSTE GROUP AND HONORARY CONSUL OF THE REPUBLIC OF AUSTRIA



- Hikmet ERSEK | Board Member Erste Group and Honorary Consul of the Republic of Austria in Denver for Colorado, New Mexico, and Wyoming  
Fortune 500 Top CEO and former President (CEO) of Western Union

#### The Hythe Vail

715 West Lionshead Circle

Vail, CO 81657

p. +1 970.476.444

[www.thehythevail](http://www.thehythevail)

END OF DAY

## Day 4 | Sunday, December 11

### Departure Day

#### INDIVIDUAL DEPARTURES

## List of Speakers



Hikmet **Ersek**

Board Member Erste Group, Honorary Consul of the Republic of Austria

[Linkedin](#)



Michael **POSTL**

Consul General of the Republic of Austria in Los Angeles

[Website](#)



Robyn **O'Brien**

Founder rePlant Capital

[Website](#)



Ernesto **Sirolli**

Founder The Sirolli Institute

[Linkedin](#)

[Website](#)



Sean **Ness**

The Institute for the Future

[Linkedin](#)

[Website](#)



Dr. Martin **Keller**

Laboratory Director at the National Renewable Energy Laboratory (NREL)

[Linkedin](#)

[Website](#)



## Surprise Guest

That much we can tell... With the World Ski World Cup in Colorado that will have come to an end by early December, and world-famous Austrian beverage producers sponsoring not only the skiing event and world-class athletes, but also our event ...do we need say more?

## Speaker 'Newcomers USA 2022'



### Hanley Jones

Commercial Counselor, United States Embassy Vienna

[Linkedin](#)



### Anton Emsenhuber

Austrian Deputy Trade Commissioner, In-house Counsel

[Linkedin](#)

[Website](#)



### Gregor Vogrin

Managing Partner, Syngroup Management Consulting LLC

[Linkedin](#)

[Website](#)



### Tycho Stahl

Partner, Arnall Golden Gregory

[Linkedin](#)



### Moritz Schumann

Partner, Schumann Burghart LLP

[Linkedin](#)



**Christian Trost**  
Manager Business Development, Cargo Partner  
[Linkedin](#)



**Michael Crandall**  
VP Sales, Gebrueder Weiss  
[Linkedin](#)



**Stefan Groessbacher**  
Associate Partner, Roedl & Partner  
[Linkedin](#)



**Stephanie Garnica**  
Director Global Business Development, Denver Economic Development & Opportunity  
[Linkedin](#)



**Morgan B. Alu**  
Director International Business Development, Metro Denver EDC  
[Linkedin](#)



**Leo Frei**  
COO, Aerocompact



Dieter **Eier**  
VP Business Development, Frequentis USA Inc.  
[LinkedIn](#)



Wolfgang **Kueng**  
Executive VP and CFO, Blum America Inc.  
[LinkedIn](#)



Michael **Haas**  
VP, Ferrobotics Inc.  
[LinkedIn](#)

**REGISTRATION DEADLINE** November 2, 2022

**REGISTRATION LINK** <https://www.eventcreate.com/e/austriaconnectnorthamerica2022>

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## CONFERENCE FEE

- For US subsidiaries of Austrian WKO members: \$500
- Others, i.e. professional service providers, e.g. freight forwarders, tax advisors, consultants, law firms: \$650
- Please note that participation in the Thursday afternoon program (Workshop for Newcomers) will be billed separately (\$200)

The conference fee includes participation in the Thursday welcome reception, all conference sessions, coffee breaks, conference lunch, transfer to Vail and welcome cocktails in Vail.

Spouses and partners of full paying participants are invited to attend the Thursday welcome reception and the optional leisure program on Sunday; no additional fee will be charged. The conference fee does not include accommodation and travel expenses, nor any other expenses incurred.

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## RECEPTION AND CONFERENCE VENUE

### McNichols Civic Center Building

144 W. Colfax Ave.

Denver, Co 80202

<https://www.mcnicholsbuilding.com/>

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## HOTEL RECOMMENDATIONS

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### DENVER

#### The Brown Palace

321 17th Street

Denver, CO 80202

p. +1 303.297.3111

Price: \$199 + tax/per night

Cut-off date: November 17, 2022

[www.brownpalace.com](http://www.brownpalace.com)

[Austria Connect\\_Group Rate Reservation Link The Brown Palace](#)

#### Holiday Inn Express Denver Downtown

1715 Tremont Place

Denver, CO 80202

p. +1 303.296.0400

Price: \$149+tax/night

Cut-off date: November 17, 2022

[www.ihg.com/holidayinnexpress](http://www.ihg.com/holidayinnexpress)

[Austria Connect\\_Group Rate Reservation Link Holiday Inn Express](#)

### VAIL

#### The Hythe Vail

715 West Lionshead Circle

Vail, CO 81657

p. +1 970.476.444

[www.thehythevail](http://www.thehythevail)

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## SKI PASS AND SHUTTLE

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To book your ski pass for Vail, please go to [epicpass.com](http://epicpass.com)

To book your shuttle from Vail to Denver, please go to [Vail Mountain Shuttle](#)

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## Ski Rentals

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For ski and snowboard rentals, please refer to [Vail ski rentals](#).

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## TERMS & CONDITIONS, CANCELLATION

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<https://www.advantageaustria.org/zentral/business-guide/conditions-of-participation-austria-connect.pdf>

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## COVID-19 SAFETY POLICY

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The Austrian Trade Commission Los Angeles/Advantage Austria is committed to providing safe meeting environments and to ensuring the health and safety of all participants in this event. By registering for and attending Austria Connect North America 2022 in Denver, CO, attendees agree to comply with the health and safety protocols established by the Austrian Trade Commission/Advantage Austria to help prevent exposure to COVID-19 and ensure the safety of all event participants. All participants must obey and adhere to the health guidelines from the CDC and local health departments. The Austrian Trade Commission assumes that all attendees are fully vaccinated and tested 'negative' prior to attending this event.

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syngroup



**VIRGINIA**

WE THANK OUR SPONSORS FOR THEIR CONTINUOUS SUPPORT