



ENGINES OF GROWTH FOR CENTRAL AND EASTERN EUROPE: MARKET- CREATING INNOVATIONS, AGILE ORGANIZATIONS AND MOTIVATED PEOPLE

26th November 2021
Vienna, Austria

The congress starts at 09.00 a.m.



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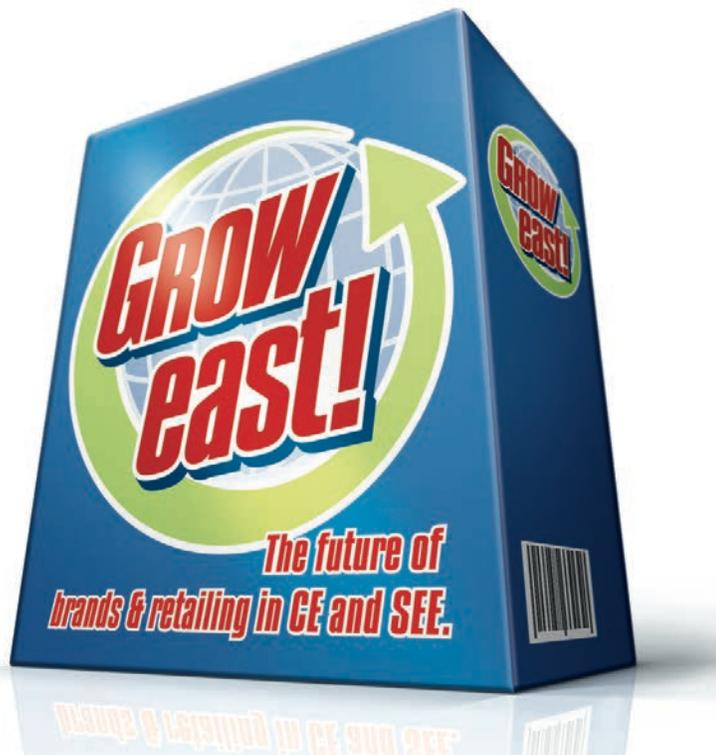
26th November 2021
Vienna, Austria

organized by



IQONIC Consulting





The Program

09.00-09.15

Welcome & Opening

by WKO/ Patrick Sagmeister, Deputy Director General, Advantage Austria

presented by





Patrick Sagmeister has been the Deputy Director-General of Advantage Austria since 2017.

Prior, Patrick held the position of Deputy Trade Commissioner in Singapore, Sweden, and Germany. Thereafter he was assigned Head of Strategic Controlling in Vienna and, most recently, Austrian Trade Commissioner in Slovakia.

He acquired professional experience in the private sector, inter alia as financial analyst of a globally operating European oil and gas company.

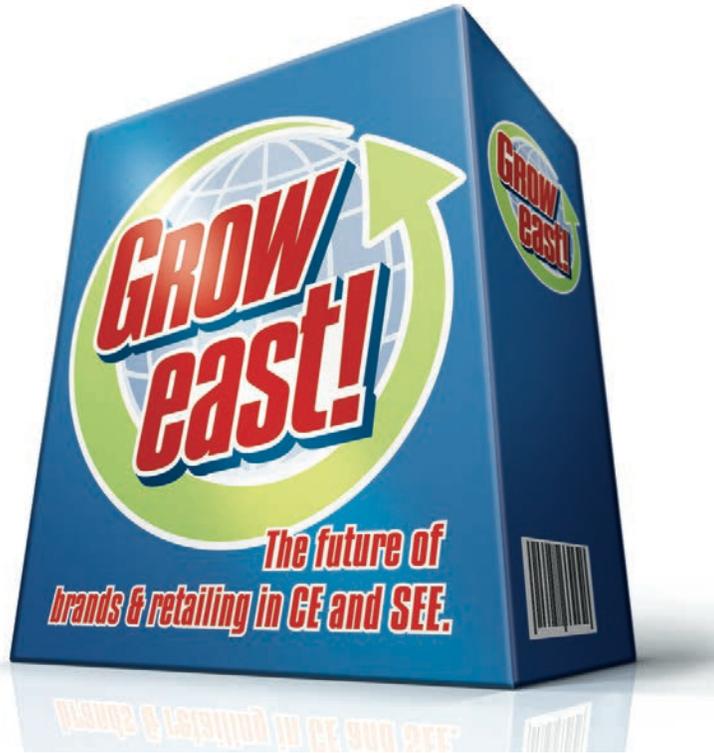


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Overview of the Program

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

presented by





IQONIC Consulting



Manfred Berger is founding partner of IQONIC CONSULTING, a platform initiated 2019 with 13 Top-Executives.

Founder of NEUSICHT Think Tank with a focus on trust in brands, corporations and institutions. See BEST2TRUST.

Manfred has created numerous brands and founded companies in the field of FMCG, sporting-goods etc. and he is partner of Wilder Kaiser Organic Chocolates, NEXXT ENERGY Sticks and others.





Engines of growth in CEE:
Market-creating innovations and skilled people

WU
WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS

Arnold Schuh
Director, Competence Center for EM & CEE

12. GROW EAST CONGRESS - 26 NOVEMBER 2021

EFMD
EQUIS
ACCREDITED

AACSB
ACCREDITED

ASSOCIATION
AMBA
ACCREDITED



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Session 1 - Market-Creating Innovations.





How BNPL disrupts traditional lending models

November, 2021





12th GROW EAST CONGRESS

25TH OF NOVEMBER 2021
VIENNA, AUSTRIA



PLASTIKA SKAZA

REthink plastics. Respect **LIFE.**

Dr. Robert Agnic | CEO



09.30 – 10.45 **Session 1** **Discussion / Q&A**

Maria Derler, Deputy Commercial Counsellor /
AC Prague
Konstantin Bekos, Commercial Counsellor /
AC Warsaw.

Moderator: Arnold Schuh



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Please use the DISCUSS-BOARD to write your questions.





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Coffee-Break – 10.45 – 11.15h





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Session 2 - Agile Organizations, Skilled & Motivated People.





CODECOOL
BUSINESS

Building a Digital Future

with Codecool Austria



A stylized graphic of Michelangelo's David statue, rendered in a purple and blue color palette. The statue is wearing a VR headset with the word "HELLO" displayed on the visor. The background is a dark purple gradient with some abstract, colorful wavy lines at the bottom right.





Gaby Deußen | Henkel | November 2021

The Power of culture

Henkel



wecanbeheroes.io
the European job
platform for startups

Grow East Congress | 26.11.2021

A graphic illustration of a woman as a superhero. She has a green and blue face paint design, wears a silver sequined crop top, a white skirt, and a long, flowing green cape. Her right arm is raised in a power salute. The background features a dark blue curved shape and a green circular shape. The text 'wecanbeheroes.io' and 'the European job platform for startups' is displayed in white on the dark blue background. At the bottom right, the text 'Grow East Congress | 26.11.2021' is visible.



11.15 – 12.30 **Session 2** **Discussion / Q&A**

Wilhelm Nest, Commercial Counsellor /
AC Ljubljana
Jürgen Schreder, Commercial Counsellor /
AC Budapest.

Moderator: Manfred F. Berger



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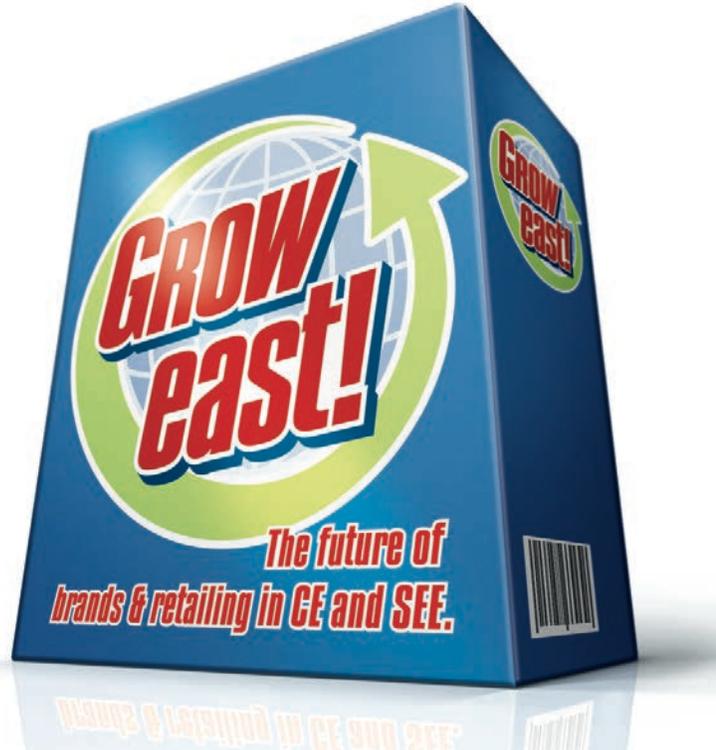


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Session 3 - Bringing innovations, people and learning together.





The Program

12.30 – 13.15

Session 3

Bringing innovations, people and learning together

Moderation: Manfred F. Berger & Arnold Schuh

Panelists:

Rudolf Dömötör, Director,
Entrepreneurship Center, WU Vienna
Andreas Nemeth, CEO & Managing
Partner, UNIQA Ventures, Vienna
Günther Tengel, Managing Partner &
Owner, Amrop Jenewein, Vienna