



**DOING BUSINESS IN CENTRAL AND
EASTERN EUROPE IN UNCERTAIN TIMES**

13th GROW EAST CONGRESS 2022

21. November 2022

09.00-13.30 CET

Hybrid Format – WKO Conference Center Vienna + Online

**Good Morning – Registration
08.00-09.00h**

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**Welcome & Opening
by Christian H. Schierer**

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Christian H. Schierer was appointed Regional Director - Western, Northern, Central & Southern Europe, ADVANTAGE AUSTRIA in 2022.

Christian served as Deputy Trade Commissioner in Egypt, UK and South Korea. Christian was then appointed Regional Director for Africa and the Middle East and promoted Head of Corporate Communication at the organisation's head-quarters in Vienna where he oversaw the communication of 116 Trade Commissions in over 70 countries.

For ADVANTAGE AUSTRIA, he served 8 years as Regional Trade Commissioner for Hong Kong, Macao and South China and acted 6 years as the Austrian Trade Commissioner for France and Monaco at the Austrian Embassy in Paris.



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**Program-Presentation
by Manfred F. Berger**

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Manfred Berger is founding partner of IQONIC CONSULTING, a platform initiated 2019 with 12 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.





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- **What are the effects of the war in Ukraine and the sanctions against Russia on the economies in the region?**
- **How are Western multinationals active in the region affected and how do they respond to this multitude of challenges?**
- **What is the outlook for the CEE region given the manifold direct and indirect effects of the war in Ukraine on economies, supply chains and markets? What are the plans for rebuilding Ukraine?**



The program has been structured into an introduction part:

09.15-09.40

Doing business in CEE in uncertain times.

**Arnold Schuh, Director, Competence Center for Emerging Markets & CEE,
WU Vienna**

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09.40-10.40

Session 1: The Big Picture

**Central and Eastern Europe confronted with “Great Volatility“
on the economic, financial and geopolitical level.**

Gunter Deuber, Head of Research, Raiffeisen Bank International AG.

**Making the EU more energy resilient: current challenges and
possible solutions - Christian Mandl, Head of the EU Policy
Department, Austrian Federal Economic Chamber**

**CEE Shoppers: Behavior change in the age of permacrisis -
Tobias Schediwy, Commercial Director CEE/Consumer Panels &
Services, GfK**

Moderation: Manfred F. Berger, ICONIC/NEUSICHT

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**30 min COFFEE-BREAK
we continue at 11.10h**

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11.10-12.10

Session 2: The Strategic Responses by Multinational Firms

**Andrey Yekimov, General Manager Consumer Brands Romania,
Henkel Group**

**Herbert Krutina, Division Manager SEE, Member of the Board,
STRABAG AG**

Gábor Márta, Managing Director of Rail Cargo Logistics

**Krzysztof Soszyński, Vice-President of the Board, Inter Cars S.A.,
Poland**

Moderation: Arnold Schuh, WU

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12.10-13.10

Session 3: The Outlook for CEE and Rebuilding Ukraine

The Polish View - Valerie Breitenfeld, Austrian Deputy Trade Commissioner for Poland

The Romanian View - Gerd Bommer, Austrian Trade Commissioner for Romania

Rebuilding Ukraine – Thomas Matejka, CFO, Raiffeisen Bank Ukraine

The Ukrainian Business View - Olga Trofymova, President of the Ukrainian Association of Management Consultants

Moderation: Christian Schierer, Regional Director - Western, Northern, Central & Southern Europe, ADVANTAGE AUSTRIA

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13.10-13.15

Summary & Outlook

by Arnold Schuh and Manfred F. Berger

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09.15-09.40

Doing business in CEE in uncertain times.

**Arnold Schuh, Director, Competence Center for Emerging Markets & CEE,
WU Vienna**

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Arnold Schuh is Director of the Competence Center for Emerging Markets & CEE and Assistant Professor at WU Vienna.

Publications on strategies of multinationals in CEE and competitive strategies of CEE firms.

Teaching on doing business in CEE in Austria, USA, Germany, Poland, Romania, Russia and Finland.

His primary research areas are marketing, strategies and organization for CEE.



09.40-10.40

**Central and Eastern Europe confronted with “Great Volatility“
on the economic, financial and geopolitical level.**

Gunter Deuber, Head of Research, Raiffeisen Bank International AG.

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Gunter Deuber is Managing Director, Global Head of Research, Raiffeisen Research at RBI International AG, Vienna

Gunter is heading the Economics and Financial Analysis division at RBI since 1 January 2021, steering the Institutional Research activities for RBI clients (CEE, Macro, Fixed Income, Institutional Equity, Asset Allocation for Private Banking) as well as the Retail Research Services for the Austrian Banking Group.

Since 2011, Gunter Deuber has held leading positions in RBI's Economic and CEE Research and has continuously expanded the cooperation with his research colleagues in RBI's subsidiary banks in CEE.



09.40-10.40

Making the EU more energy resilient: current challenges and possible solutions.

**Christian Mandl, Head of the EU Policy Department,
Austrian Federal Economic Chamber**

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Christian Mandl was the Head of European Policy Department, responsible also for the Brussels Office (till 2019) and the Euro Info Centre/Enterprise Europe Network at the Austrian Federal Economic Chamber (WKÖ).

Before Christian worked for the Federation of Austrian Industry (VÖI - Industriellenvereinigung), Department for Trade and International Monetary Policy, also managing the Euro Info Centre for the VÖI.

He has given lectures and training on economics in numerous countries for for companies, governments, and institutions.



09.40-10.40

CEE Shoppers: Behavior change in the age of permacrisis.

Tobias Schediwy, Commercial Director CEE/Consumer Panels & Services, GfK

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Tobias Schediwy is the Commercial Director of GfK Consumer Panels in CEE.

Tobias is responsible for strategic planning and people management in 8 CEE countries.

He acts furthermore as Global Key Account Manager for selected multinational FMCG clients.

Tobias previous roles include among others: Regional Head of Shopper Research, General Manager GfK Austria.

He graduated with Master of Science, WU Vienna.



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Q & A to Session 1

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30 MIN BREAK

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**Raiffeisen Bank
International**

Rail Cargo Group
Member of ÖBB



11.10-12.10

Session 2: The Strategic Responses by Multinational Firms

**Andrey Yekimov, General Manager Consumer Brands Romania,
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**Herbert Krutina, Division Manager SEE, Member of the Board,
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Gábor Márta, Managing Director of Rail Cargo Logistics

**Krzysztof Soszyński, Vice-President of the Board, Inter Cars S.A.,
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Moderation: Arnold Schuh, WU

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Andrey Yekimov is currently the General Manager Consumer Brands for Romania and Bulgaria.

He has more than 20 years of work experience in local, regional and headquarter roles in general management, sales, and marketing.

He worked and lived in seven different countries in Europe, Asia and Latin America. Andrey has a profound understanding of developed and emerging markets.

He holds an MBA from the Kiev National University of Economics and participated in the JOSZEF exchange program 2000-2001 at the WU Wien.





- Herbert Krutina graduated at the Vienna University of Business and Economics. He has 40 years of professional experience.
- In 1995 he joined the STRABAG group and held various positions in operative business. Since 1998 he is doing business in Eastern Europe.
- In 2005 he has been appointed as Member of the board of directors of STRABAG AG. At present he is responsible for business in South Eastern Europe.
- Since 2010 he is lecturer at University of Technology in Graz.



Gábor Márta - as Managing Director of Rail Cargo Logistics – is the leader of the freight forwarding business of Rail Cargo Group in Hungary.

Gábor has more than 15 years experience in Sales and Marketing Management in rail freight business.

His main focus is to strengthen the leading position of the Rail Cargo Group in CEE and develop the intermodal logistics services in the region.

Gábor is also a Member of the Board of the Hungarian Freight Forwarding Association.



- Krzysztof Soszyński is the CEO in Association of parts producer and distributors called SDCM and Vice President at Inter Cars S.A.
- He joined the company in 2001 as a Board-Member and was appointed Vice-President in 2008.
- Krzysztof has gained more than 27 years of Industry-Know-How, which allows him to drive the development of the overall international procurement strategy – how to approach the market, what channels to use, and what organizational capabilities must be put in place to succeed.
- He has graduated from the Warsaw University of Technology and has finished his Doctoral Studies at Kozminski University.



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Q & A to Session 2

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Christian H. Schierer was appointed Regional Director - Western, Northern, Central & Southern Europe, ADVANTAGE AUSTRIA in 2022.

Christian served as Deputy Trade Commissioner in Egypt, UK and South Korea. Christian was then appointed Regional Director for Africa and the Middle East and promoted Head of Corporate Communication at the organisation's head-quarters in Vienna where he oversaw the communication of 116 Trade Commissions in over 70 countries.

For ADVANTAGE AUSTRIA, he served 8 years as Regional Trade Commissioner for Hong Kong, Macao and South China and acted 6 years as the Austrian Trade Commissioner for France and Monaco at the Austrian Embassy in Paris.



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Valerie Breitenfeld is the deputy head of Advantage Austria in Poland and the Commercial Attaché at the Austrian Embassy in Warsaw.

Valerie has gained academic and professional experience in Canada, Russia, Slovenia and China, she worked as a teaching and research associate at the WU Department of Management, Institute for Human Resource Management, on the topics of HRM and sustainability.

She has graduated from the Vienna University of Economics and Business Administration. (WU)



Gerd Bommer is the Austria Trade Commissioner In Romania since 2016, where he also acts as visiting professor at the German speaking department Fabiz of ASE, the University of Economic Studies in Bucharest.

Gerd worked for Advantage Austria in various countries - USA, Finland, then opening a new office in Riga/Latvia.

Moving back to private industry in 2007, Gerd headed the subsidiary of Austrian healthcare company VAMED in Milan/Italy. Some years later he returned to ADVANTAGE AUSTRIA and was posted to Doha/Qatar to open a new office,



Olga Trofymova is the Director of Quality Centre, Associated Professor and President of CMC – Ukraine.

Olga is an International Trainer and Consultant with 20 years of experience in CEE, especially in Ukraine, Kazakhstan, Kosovo, Moldova, but also in Austria, Sweden, Croatia, Spain and the Netherlands.

She works as Cluster Manager at Ukrainian Automotive and Mobility Cluster and Director on Internationalisation at Ukrainian Cluster Alliance founded in March 2022.

Furthermore as Project Manager for the 500 Ukrainian SMEs, where she delivers especially consultancy support during the war.



Thomas Matejka is Chief Financial Officer and a member of the Management Board at Raiffeisen Bank Ukraine.

Prior to that Thomas held management positions in Risk and Portfolio management in the Group's Austrian headquarters.

He has more than 15 years banking experience in the CESEE markets.



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13.10-13.20

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**Thank you for your participation.
Let's meet again in 2023!**

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