"From frivolous to serious: how this thing called "brand" is actually growing in importance and can drive performance. Brands protect, present, and grow your company by knowing how to invest into this intangible asset." - Edgar Beem, Founder & CEO-Aceni Incorporated

"At Lenzing, we share the same vision as UNIDO in promoting diversity. All of us want chance, live-competitive cities where everyone can participate. In partnership with cities and trained agencies, we want to help make public transit more accessible and easier to use while reducing private car ownership." - Martin Endl, Head of Austria, Lenzing AG

"Branding plans an even bigger role also in Foreign Politics. UNIDO is a very good example. In a World Cultural Heritage, International Dialogue, Security of Investments, AI and many other highly emotional issues. UNIDO is not just present but standing on these topics. The UN-Organisation for Industry, Science and Culture, Intercultural Heritage, Intercultural Dialogue, a very good example. Be it World Cultural Heritage, Intercultural Dialogue, security of investments or AI, UNIDO is actively taking a lead role in the internationalisation of the world."

"Coca-Cola is an icon – today we are indeed proud to present another milestone. Our Römerquelle brand has always been in the forefront of green innovation and sustainability. Now we have achieved a milestone: we have converted the entire Römerquelle portfolio to bottles made of 40% recycled PET bottles." - Vesna Vlahovic-Dasic, President European Brand Institute

"Branding can help to enhance competitiveness, and also to value the products, promote and enhance performance of your business. Brands can drive sales, value, reputation, and potentiality. Branding can also be a strategy tool for countries. Successful countries don’t change their composition advantages to identify their image, key products, their impact on the question and approaches to strongly attract both people and key strategic partners and foreign direct investments."

"Branding for Internet Companies - Standing for Capability. Alibaba Cloud Computing is helping companies establish a full big data and intelligent algorithm technology chain, repelling the future Industrial Brain to helping companies establish a full big data and intelligent algorithm technology platform to achieve more powerful computing power and increase productivity." - Tao Cheng, General Manager, Alibaba Cloud DACH & CEE Regions

"Invest for SMEs and other stakeholders in developing countries. Investment opportunities, they have the necessary capacity. UNIDO helps both public and private investors uncover their investments and thereby ensures their impact. These activities have positioned UNIDO as the global "Global Center of Competence Cities." / "Economic growth and biodiversity are connected with this concept. Biodiversity in value creation in trade and public sectors. UNIDO is supporting this theme to increase the environmental targets related to Climate Actions, Economy and Air Emission by using state of the art technologies. As industry player we are fully committed to the GSS targets which drive our entire value chain and support processes in context of UNIDO’s vision to contribute towards the achievement of the SDGs." - Mihaj Gregor, Chief Investment Promotion Division, Department of Trade, Investment and Innovation, UNIDO

"When you have a B2B to B2C brand positioning. Then we have achieved a milestone: we have converted the entire Römerquelle portfolio to bottles made of 40% recycled PET bottles." - Weixi Gong, Chief Investment Promotion Division, Department of Trade, Investment and Innovation, UNIDO

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**Program**

**15 ICONVIENNA YEARS BRAND GLOBAL SUMMIT**

**Apri** — 9th 2019

**BRANDS CREATE GROWTH PROSPERITY**

**BRAND GLOBAL COUNCIL MEETING**

**TUESDAY, APRIL 9th I 17:30 — 20:00**

**Novotum Forum, Friedrichstrasse 7, 1010 Vienna**

17:30 — 18:00  **REGISTRATION**

18:00 — 18:30  **WELCOME & OPENING**

Gerhard Hrebicek, President, European Brand Institute

Stefan Kren, Secretary General, Norwegian AG

18:30 — 18:50  **IMPULE STATEMENTS**

Robert Calder, Kellogg Professor of Marketing,

Kellogg Graduate School of Management,

Northwestern University, IL, USA

Klaus Hofmann, Global Center of Competencies Cities Head of City IT Solutions, Siemens

Wesley Kanst, Vice-President Corporate Communications & Investor Relations, Lenzing AG

Stefan Kren, Secretary General, Norwegian AG

19.00 — 20.00  **COCA COLA AUSTRIA**

Presented by ADMIRAL-Management

**BRANDS FOR COMPETITIVENESS AND SUSTAINABLE GROWTH: THEORY**

10.20 — 11.00  **BRANDS FOR COMPETITIVENESS AND SUSTAINABLE GROWTH: CASE STUDIES**

Martin Essl, Panel chair & Impulse Statement

Clare Hammerschmid, Head of Market-Management and Corporate Communications, ÖBB Infra AG

12.20 — 13.00  **BREAK**

13.00 — 13.20  **COCKTAIL RECEPTION _ 15 YEARS**

Presented by the Corps Diplomatique for Latin America and the Caribbean

**WEDNESDAY, APRIL 10th I 19.00 — 22.00**

**Vienna City Hall, Volkshalle, LichtentalerALLE, 2, 1010 Vienna**

Hosted by the Mayor and Governor of Vienna Michael Ludwig

(Translation only Duty)

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Representative-City of Vienna

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MSC. Luisa Victoria Zonda, Ambassador of the Dominican Republic and Permanent Representative to the International Organizations in Vienna

19.30 — 22.00  **NETWORKING COCKTAIL**

Musicians from the Latin-American Orchestra of Vienna

Fernando Zonda, Maestro, Dirigent

With cultural program: cava, cava, chocolate and wine

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**ICONVIENNA BRAND GLOBAL SUMMIT**

**WEDNESDAY, APRIL 10th I 19.30 — 13.30**

**Vienne International Centre, Wagramer Straße 5, 1400 Vienna, M Plenary Room (M-Building, 1st floor)**

18.00 — 19.00  **COCKTAIL RECEPTION – 15 YEARS!**

19.00 — 20.00  **RECEPTION & NETWORKING**

Moderation

Severin Kers, UVG/OMNIS Communication & Coaching

Gerhard Hrebicek, President, European Brand Institute

Philipp Schuhb, Managing Director of Programme Development and Technical Cooperation, UNIDO

10.00 — 12.30  **COCKTAIL RECEPTION _ 15 YEARS**

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**CI5 BRAND INVESTMENTS – ALTERNATIVE FINANCING**

12.20 — 12.50  **CI5 BRAND INVESTMENTS – ALTERNATIVE FINANCING**

The goal is to provide knowledge of the benefits of Brand Investments both for the private sector but also for SMEs, with a special view also on developing countries. Brand investments are a great tool for sustainable growth and creating jobs but also the support to the transitions to a knowledge and digital-based economy.

Panel Chair:

Weong Yeong, Chief of Investment Promotion, TI, UNIDO

Edgar Roman, Founder & CEO, Arazi Incoporated

Jabareen Younis, Senior Trade Manager, Partner Trade & Legal, Deloitte

Klaus Meilhac, Partner Siemens/Global Capital Partners

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Panel chair:

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Martin Earl, Head of Austria, Uflex

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