

Austrian Creative Industries Evening Reception



Creative Industries: The Next Phase

Benefits of Creative Industries Crossover Effects

25 April 2017
6:30 pm

Permanent Representation
of Austria to the EU in Brussels
Avenue de Cortenbergh 30
1040 Bruxelles

Tomorrow's prosperity in Europe depends on successfully linking creative industries with traditional value chains. In the future such crossover effects will define the global comparative advantage of Europe. New ideas and methods will drive innovation – generating higher growth and more jobs by enabling new ways of doing business and opening up new markets.

KAT invites you to learn from the crossover effects induced by some Austrian showcases.

Program



6:30 pm

Admittance & Aperitif



7:00 pm

Welcome & Introduction

Markus Stock | Head EU-Office | Austrian Federal Economic Chamber

Gerin Trautenberger | Chair, Kreativwirtschaft Austria |
Austrian Federal Economic Chamber

Innovation Impulses & Crossover Effects: Key Results From The New Austrian Creative Industries Report

Austrian Institute for SME Research | Peter Voithofer, Director

Institute for Industrial Research | Wolfgang Koller, Senior Researcher

Be Inspired: X-Over Effects In Action

Swarovski | Initiator of Werkstätte Wattens | Christoph Kargruber,
Executive Vice President Innovation & Product Management

Werkstätte Wattens | A new workspace and cultural model
Alexander Koll, COO

Die Koje | Pine Furniture | Christian Leiding, CEO
Corporate Communication | Nicole Herb, Founder

Cristallo | Bottles and Glasses | Arnold Wratschko, CEO
Hartinger Consulting | Susanne Hartinger, CEO

X-Over-Readiness Needs A Broad Understanding Of Innovation

Gerin Trautenberger | Chair, Kreativwirtschaft Austria |
Austrian Federal Economic Chamber



8:30 pm

Networking & Buffet

