



EEDF2017 | WELCOME

THE SENATE OF ECONOMY & THE EU-STRATEGY FOR THE DANUBE REGION – COMPETITIVENESS
WELCOME YOU TO THE
EEDF – EUROPEAN ECONOMIC DANUBE FORUM 2017

SMART DANUBE REGION

Economy and entrepreneurship in the Danube region

OCTOBER 6TH, 2017 – DIPLOMATISCHE AKADEMIE WIEN
FAVORITENSTRASSE 15A – 1040 VIENNA

ATTENTION: LOCATION CHANGED!!



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ABSTRACT

The Danube connects entire Europe and is more than just a river. It influences an entire region which is the most developing economy on the continent. Along its 2.900 km the Danube connects 10 countries directly and 14 countries are part of the whole Danube Region, where more than 115 Mio. people are living and working, generating more than 1.6 trillion Euros of GDP.



The challenges for the Danube Region are huge: from political stability, brain-drain, investment policies, anti-corruption-issues to legislation and minority-rights. But the chances are huge as well.

Therefore the EUROPEAN ECONOMIC DANUBE FORUM (EEDF) has been established as a project of the SENATE OF ECONOMY Austria in 2013.

YOUR BENEFIT OF THE DAY

- ✓ getting an actual overview of relevant economic and ecological developments in the Danube region
- ✓ experiencing best-practice examples how new economic models can be utilized as a chance for economic development by SMEs
- ✓ meeting business-people from more than 10 countries
- ✓ listening to high quality keynote-speeches of international top experts
- ✓ receiving information, how to connect with actual development-projects and how this improves your competitiveness in the market

INTRODUCTION

Quality of life and prosperity on local level

The EEDF - EUROPEAN ECONOMIC DANUBE FORUM is organized by the Priority Area Coordinator 8 "Competitiveness of Enterprises" of the EU Danube Strategy (PAC 8 of the EUSDR) and the SENATE OF ECONOMY Austria.

Thematically, its focus will be on Smart Cities in the Danube region. Smart City is an urban development vision to integrate multiple innovative technology solutions in a secure fashion to manage a city's assets which include infrastructure, buildings, transportation and mobility, energy and water supply, waste water management, creation of SMEs and thus of jobs, vocational training, communication, security and other community services.

In short: The intelligent solutions are focused more generally on the goals of increased energy and resource efficiency, economic competitiveness and improved quality of life for citizens.

The aim to the forum is to bring together a number of representatives from politics, administration, science and industry as well as small and medium-sized enterprises (SMEs) from the Danube region and in the Danube riparian states to develop innovative approaches to combine technology-based change and innovation in urban areas and to offer a business platform for cross-border cooperation opportunities.



The key points of the European Economic Danube Forum are

- ✓ Smart Cities / Smart Regions
- ✓ Green economy
- ✓ Vocational training
- ✓ IT and Humans

- **EEDF | “SMART DANUBE REGION”**
OCTOBER 6, 2017 | DIPLOMATIC ACADEMY OF VIENNA

After initializing the Smart City-topics in Göttweig and Novi Sad in fall 2016, this main issue is now ready for rollout. The program developed by the SENATE will be presented and in workgroups participants of all stakeholder groups can get a detailed picture, which projects are ready for realization and what impact these projects have on the local economies. The main aim is to educate all participants, what Smart City-concepts really means, how they can be implemented and what related issues need to be covered. From the general picture painted last year, it is now time for detailed know-how-transfer and time for the realization of projects!

Agenda

09.00 **Check-In**

09.30 **Welcome**

- ✓ Dr. Erhard Busek | President of the SENATE OF ECONOMY Austria & SouthEast European Cooperative Initiative (SECI)
- ✓ Gabriele Stowasser | Executive Board, SENATE OF ECONOMY Austria
- ✓ Dr. Johann Sollgruber | European Commission

10.00 **EEDF-History & Summary 2016**

- ✓ Jochen Ressel | Executive Director Operations SENATE OF ECONOMY Austria

10.15 **Smart Danube Region: The key elements**

Interview with:

- ✓ Prof. Dr. Ramesh Biswas | Ark22

11.00 **Coffee break**

11.15 **Smart Danube Region Dimensions: Overview & explanation of Workgroups**

- ✓ Jochen Ressel | Executive Director Operations SENATE OF ECONOMY Austria

11.30 **Workgroups – participate on projects**

- Energy (green buildings, energy saving & production, renewable energy)
- Waste (circular waste, pollution control, waste water, waste-to-wealth)
- Transport (low carbon-mobility, public transport, water transport)
- Finance (how to finance international projects)

12.30 **Lunch**

- 13.30 **Financing Smart City Projects: Podium dialogue with reps of various tools**
- ✓ Dipl.-Betriebswirt Jürgen Raizner | CEO, Steinbeis-Transferzentrum Ost-West Koop.
 - ✓ Ing. Daniel Horak | Co-Founder and CEO, CONDA AG
 - ✓ Günther Bergauer, MBA | Bankhaus Schelhammer & Schattera AG
 - ✓ Dr. Andreas Strasser | HYPO NOE Group
- 14.15 **Realizing Smart City Projects: Legislative freedom, cross-border cooperation**
- ✓ Dipl.-Betriebswirt Jürgen Raizner | CEO, Steinbeis-Transferzentrum Ost-West Kooperationen
- 14.30 **Panel: Vienna Airport Region**
- ✓ Mag. Wolfgang Scheibenpflug MRICS | Sen. VP President Real Estate, Vienna International Airport
 - ✓ Ing. Wolfgang Haider | Prokurist, Borealis AG
 - ✓ Ing. Wolfgang Ernst | OMV AG, Corporate Strategy/Energy Economics
 - ✓ Mag. Fritz Lehr | Board of Directors , Wiener Hafen, GmbH & Co KG
 - ✓ Univ. Prof. DI. Dr. Friedrich Zibuschka | Board of Directors, Regional Consulting OG
- 15.30 **Securing Smart City Projects: ICT and Cyber Defence & Security**
- ✓ Prof. Dipl. –Ing. Johannes Göllner, MSc | Head of Institute for Strategy, Foresight, Risk and Innovation Management, Masaryk University Brno, Czech Republic & Chairman of the Board of Center of Risk- and Crisis Management, Vienna, Austria
- 16.00 **Closing Remarks & next steps**
- ✓ Jochen Ressel | Executive Director Operations SENATE OF ECONOMY Austria
 - ✓ Hans Harrer | Executive chairman, SENATE OF ECONOMY Austria
- 16.10 **Networking & Get-together**

ABOUT THE SENATE OF ECONOMY

The SENATE OF ECONOMY is an eco-social oriented think tank, as well as an international economical platform and a network for small and medium sized companies. Primarily the SENATE OF ECONOMY is aiming for a sustainable society and economy as defined by the eco social market economy.



Entrepreneurs get connected on an international and global level. Through this connection, new business bridges emerge, which support the idea of Europe, in order to maintain social peace through economic stability. As an NGO the SENATE OF ECONOMY is independent from any political party. Our goal is to call attention towards socio-economic and socio-political topics, in order to raise awareness.



Eco-social oriented projects and initiatives are successfully implemented. The SENATE OF ECONOMY promotes projects and initiatives like the “Klima Allianz”, maintain close cooperation with well-known organisations like the OSCE and SECI, as well as renowned institutions from economy and science.

The membership is restricted exclusively for leading personalities from economy, science, media and culture, as well as representatives of the public life. The members are called Senators. The Senators represent the SENATE OF ECONOMY in the public and support decision makers from politics and institutions on regional and international level.

With the EUROPEAN ECONOMIC DANUBE FORUM, the SENATE is additionally offering an international connected platform for economic development in the Danube region.

The SENATE is publishing his own magazine called “SENATE”, which is reflecting the current socio-economic and sociopolitical topics.



President of the SENATE OF ECONOMY Austria is Vicechancellor a.D. Dr. Erhard Busek. The Executive Board is complemented by Hans Harrer, Eva Ullmann and Dieter Härthe.



MORE INFORMATION NEEDED?

If you are interested on more detailed information about the SENATE OF ECONOMY, and how you as an entrepreneur can participate, please don't hesitate contacting us via email (office@senat-oesterreich.at) or phone (+43 1 505 35 48-0).



Feel free to order the activity report “COMMUNIQUE” office@senat-oesterreich.at

ABOUT THE ECOLOGICAL IMPACT OF EEDF2017

The SENATE OF ECONOMY has compensated the entire CO₂ emissions, generated by the EUROPEAN ECONOMIC DANUBE FORUM 2017 (travel, energy, food, beverages, printed materials etc.) through the CLIMATE ALLIANCE-Initiative of the SENATE.



ORGANISING INSTITUTIONS

EUROPEAN UNION STRATEGY FOR THE DANUBE REGION - EUSDR

Priority Area 8 "Competitiveness"

c/o: Ministry for Economy, Labor and Residential Housing, Baden-Württemberg

Schlossplatz 4 | 70173 Stuttgart - Germany

Tel.: +49 711 123-0 | Fax: +49 711 123-4791

www.wm.baden-wuerttemberg.de

SENATE OF ECONOMY AUSTRIA

Headquarter: Rotenturmstrasse 5-9/1 | 1010 Vienna – Austria

Tel.: +43 1-505 3548 | Fax: +43 1-505 3548-20

office@senat-oesterreich.at | www.senat-oesterreich.at

ORGANISATIONAL TEAM

Gabriele Stowasser | Board of directors

Hans Harrer | Executive Member of the Board

Jochen Ressel | Executive Director – Operations

Vuk Markovic | Project Manager

SUPPORTING PARTNERS



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For additional information contact Mr. Vuk Markovic: v.markovic@senat-oesterreich.at