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BRANDS CREATE PROSPERITY

iconvienna
BRAND GLOBAL SUMMIT

KR DI Dr. Gerhard Hrebicek
President iconvienna
Editor



Foto: Katharina Schiff

Anlässlich des 15-jährigen Jubiläums des iconvienna Brand Global Summit setzen wir unseren Schwerpunkt dieses Jahr auf die ganzheitliche Sicht von Marken mit dem Thema "**BRANDS CREATE PROSPERITY**".

Marken sind in Zeiten der Aufmerksamkeitsökonomie ein unverzichtbarer Wertfaktor. Markenbildung und ein gezieltes Markenmanagement stärken die Wettbewerbsfähigkeit und schaffen nachhaltig wirtschaftlichen Erfolg.

"BRANDS CREATE PROSPERITY" thematisiert die Auswirkungen von Marken für Unternehmen, Regionen und Volkswirtschaften, denn es gibt einen sichtbaren Zusammenhang zwischen starken Marken und dem BIP eines Landes. In diesem Jahr diskutieren Experten wie Marken zu Wettbewerbsfähigkeit und nachhaltigem Wachstum (SDGs) beitragen, sowie die Zukunft von Mobilitätsmarken und Markeninvestitionen.

Mein besonderer Dank geht an die Stadt Wien und dem Bürgermeister Dr. Michael Ludwig für seinen Ehrenschutz, sowie an unsere Partner UNIDO, Wirtschaftskammer Wien, Ministerien und Botschaften, insbesondere LAK, Vertretern von Regionen, Städten, Unternehmen, Medienpartnern sowie an unsere Beiratsmitglieder für die gute Zusammenarbeit.

Viel Spaß beim Lesen!

On the occasion of the 15th anniversary of iconvienna Brand Global Summit we focus our attention on the holistic view on brands with this year's motto, "**BRANDS CREATE PROSPERITY**".

In times of attention economy, brands are an essential value factor. Brand development and brand management strengthen competitiveness and sustainable economic success.

"BRANDS CREATE PROSPERITY" highlights the impact of brands for companies, regions and economies, because there is a correlation of strong brands and the GDP of a country and sustainably added value. This year experts discuss how brands contribute to competitiveness and sustainable growth (SDGs), the future of mobility brands and brand investments.

I would particularly like to thank the city of Vienna and the Mayor Michael Ludwig for his patronage and our partners UNIDO, Vienna Chamber of Commerce and Industry, ministries and embassies, especially LAC, representatives of regions, cities, companies, media partners and our advisory board members for the good cooperation.

Enjoy reading!

EIN NEUES KAPITEL BEIM KLIMASCHUTZ: **WIR VERWENDEN 100 % GRÜNEN BAHNSTROM!**



100%
GRÜNER
BAHNSTROM

Gut für die Umwelt, gut für die Menschen: Ab sofort stellen wir auf 100% grünen Bahnstrom aus erneuerbarer Energie um. Im Vergleich zu Auto und LKW vermeiden die ÖBB pro Jahr 3,5 Millionen Tonnen CO₂. Das macht uns, wie von Greenpeace bestätigt, zum größten Klimaschutzler Österreichs.

BRANDS CREATE PROSPERITY

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Imprint: Publisher/Proprietor: maX iconvienna GmbH | 1010 Wien | Börsegasse 9 | A-1010 Vienna | Tel +43 1 532 1000 23 | Fax +43 1 532 1000 30 | Email office@icon-vienna.net | www.icon-vienna.net;
Design & Layout: „Der Herr Bertl“ OG | 1220 Wien | Maria-Tusch-Straße 8/1/14 | office@derherrbertl.at; **Print:** DI Hans A. Gruber KG, Gumpendorfer Straße 5/8, 1060 Vienna;
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Willkommen in Wien!

Welcome to Vienna!

Dr. Michael Ludwig
Bürgermeister und Landeshauptmann von Wien
Mayor and Governor of Vienna



Foto: Stadt Wien/PID, Fotograf David Bohmann

Die iconvienna 2019, die strategisch themenübergreifende Kongressveranstaltung mit Schwerpunkten aus Wirtschaft, Marketing und Tourismus findet bereits zum 15. Mal als International Business and Investment Forum statt. Ziel der Veranstaltung ist es, den Kontakt zwischen Führungskräften, Unternehmern und Projektpartnern im Raum CEE und Russland zu fördern. 2019 steht der Themenschwerpunkt „Destination, City & Region Branding“ im Vordergrund der Veranstaltung.

Der Stadt Wien kommt als Veranstaltungsort für diese Wirtschafts- und Informationsplattform große Bedeutung zu:

Schließlich ist Wien nicht nur ein Wirtschaftsstandort mit Zukunftspotential, sondern verfügt auch über eine exzellente Lebensqualität (siehe Mercer-Studie) und schneidet auch im Ranking des internationalen Städtetourismus bestens ab. Die Position von Wien im Herzen Europas, die die Stadt durch viele Jahrzehnte zum Ort von Begegnungen machte, dient nach wie vor als Drehscheibe für Ost-West-Kooperationen. Denn nur durch gemeinsames Zusammenwirken kann die Zukunft Europas nachhaltig abgesichert werden.

Ich heiße die Teilnehmerinnen und Teilnehmer an der iconvienna 2019 in Wien sehr herzlich willkommen und wünsche Ihnen einen Kongress mit spannenden Vorträgen und interessanten persönlichen Gesprächen.



Innovation through creativity and branding



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

LI Yong

Director General of the United Nations Industrial Development Organization (UNIDO)



Foto: UNIDO

Worldwide, activities broadly related to creativity, including branding, account for almost 10% of global GDP. To enhance the capacity of developing countries to benefit from global trade, UNIDO provides support to its member states to strengthen the production of national and regional products. Branding has been of increasing importance as it enhances competitiveness and drives economic growth.

UNIDO is unique: the Organization, mandated to promote Inclusive and Sustainable Industrial Development (ISID), is using innovative approaches to integrate and scale up the impact of its interventions. In terms of branding, UNIDO has piloted several approaches, which were recognized internationally, and is now in a position to offer a wide array of technical cooperation services to maximize the positive impact of creativity and branding for developing countries in their global interactions.

Of great importance is the recognition of a creative eco-system, which nurtures and fosters innovation and creativity. In its essence, this is similar to the inclusive and innovative partnership approach that UNIDO applies at country level through its Programme for Country Partnership (PCP) – a multi-stakeholder country-level partnership model that links efforts of the respective government, United Nations agencies, the business sector, global environmental financing mechanisms and financial institutions.

Innovation, through creativity and branding, is essential to attain the objectives of the 2030 Development Agenda and its 17 Sustainable Development Goals (SDGs), and especially Goal 9 on infrastructure, innovation, and sustainable industrialization.



Wirtschaftsstandort Österreich

 Bundeskanzleramt

Sebastian Kurz
Bundeskanzler
Federal Chancellor



Foto: Andy Wenzel

Die Welt um uns entwickelt sich rasant. In dieser wettbewerbsorientierten Zeit ist es wichtig, neue Chancen global zu nutzen, um durch Wettbewerbsfähigkeit Wohlstand zu generieren. Beide dienen als Ansporn dazu, um noch besser zu werden. Dazu bedarf es einer verstärkten, grenzüberschreitenden Zusammenarbeit.

Der Brand Global Summit steht unter dem Motto „Make Contacts to Contracts“. Seit 2005 widmet er sich diversen aktuellen Fragestellungen, die für eine europäische Integration und nachhaltige Entwicklung von zentraler Bedeutung sind. Im heurigen Jahr liegt der Schwerpunkt auf dem Leitspruch „Brands Create Prosperity“.

Österreich ist ein kleines, exportorientiertes Land. Es ist für uns von großer Bedeutung, das Potential der heimischen Unternehmen, Dienstleistungen und Produkte am internationalen Markt zu positionieren. Dadurch schaffen wir Arbeitsplätze und Wachstum. Zudem präsentieren wir Österreich im internationalen Wettbewerb als attraktiven Handels-

partner und sichern den Wohlstand unseres Landes für die Zukunft.

Der Wirtschaftsstandort Österreich wird durch eine offensive Standortpolitik der österreichischen Bundesregierung unterstützt. Für eine positive Wirtschaftsentwicklung braucht es natürlich auch starke Marken. Diese müssen international erfolgreich sowie bei den Menschen und Unternehmen bekannt sein.

Ein wirtschaftlich erfolgreiches Europa trägt dazu bei, den Wohlstand weiter auszubauen. Das Zusammentreffen von Regionsvertretern, Top-Entscheidungsträgern aus Politik, Wirtschaft, Wissenschaft und internationalen Organisationen auf dem Business- und Networking-Event fördert den Austausch untereinander. Aufkommende Herausforderungen können so besser bewältigt und zukunftsorientierte Chancen effizienter wahrgenommen werden.

Zum 15-jährigen Jubiläum möchte ich dem Organisationsteam für ihr Engagement danken und herzlich gratulieren. Den Teilnehmerinnen und Teilnehmern wünsche ich spannende Tage und erfolgreiche Gespräche!



Die Marke als bestimmender Wertfaktor

 **Bundesministerium**
Digitalisierung und
Wirtschaftsstandort

Dr. Margarete Schramböck

Bundesministerin für Digitalisierung und Wirtschaftsstandort
Federal Minister for Digital and Economic Affairs



Foto: BMDW/Christian Lendl

Die Marke ist wichtig für ein Produkt, aber fast noch wichtiger für die Firma. Die Marke symbolisiert den Wert eines Unternehmens und ist daher nicht nur für die produzierten Güter, sondern dadurch auch für die Menschen, die Mitarbeiterinnen und Mitarbeiter von essentieller Bedeutung – sie ist der bestimmende Wertfaktor eines Unternehmens. Erfolgreiche Marken von erfolgreichen Unternehmen, zum Wohle für alle. Die richtige Positionierung, ein präzises Markenmanagement legen den Grundstein für den langfristigen wirtschaftlichen Erfolg eines Unternehmens. Das ist im weitesten Sinne auch das Motto der heurigen inconvienna „Brands create prosperity“. Wobei hier der Wohlstand der Unternehmen und gleichermaßen auch der für die Gesellschaft gemeint ist – denn das eine kann ohne das andere nicht sein.

Für mich als Bundesministerin für Digitalisierung und Wirtschaftsstandort ist es sehr erfreulich, dass sich wieder die wich-

tigsten Entscheidungsträger aus den unterschiedlichsten Branchen und Interessensgebieten aus der ganzen Welt hier bei uns in Wien zum gegenseitigen Gedanken- und Erfahrungsaustausch treffen, aber auch, um neue Visionen zu formulieren und weiter zu entwickeln.

Dem Grundgedanken “Make contacts to contracts“ folgend ist iconvienna als Netzwerk-Event auch für die Attraktivität des Wirtschaftsstandorts Österreich von enormer Bedeutung, ja eigentlich auch ein beachtlicher Wirtschaftsfaktor. Denn es bietet sich dieser Rahmen wie kein zweiter an, um Geschäftskontakte zwischen österreichischen und internationalen Firmen und Regionen zu fördern und unser Land als interessanten Standort für Unternehmen zu präsentieren.

Für die mittlerweile 15. Auflage der iconvienna wünsche ich allen Teilnehmerinnen und Teilnehmern erfolgreiche Tage in Wien. Seien Sie dabei kreativ, führen Sie lebhaft Debatten und bringen Sie uns zukunftsweisende Ergebnisse zum Wohlstand für uns alle.



Foto: Niederösterreich-Verbung/Michael Liebert



Foto: Weinviertel Tourismus GmbH / Mandl

Beste Voraussetzungen für Unternehmerinnen und Unternehmer

Mag. Johanna Mikl-Leitner

Landeshauptfrau von Niederösterreich
Governor of Lower Austria



Foto: Markus Hintzen

Miteinander haben wir in Niederösterreich unser Land auf die Überholspur gebracht. Unser Bundesland lag im Vorjahr beim Wirtschaftswachstum über dem österreichischen Durchschnitt, bei der Beschäftigung verzeichneten wir einen Anstieg um zwei Prozent, die Arbeitslosenrate ist um zehn Prozent gesunken und bei der Kaufkraft liegen wir im Bundesländervergleich auf Platz eins. Das Ergebnis dieser Entwicklung ist eine Bilanz, die sich nicht nur in Ziffern und Zahlen zeigt, sondern auch in einer Lebensqualität, von der alle in Niederösterreich profitieren.

Auf diesen Erfolgen dürfen wir uns aber nicht ausruhen – wer in die Zukunft blickt, muss die Standortqualität weiter ausbauen. Zur Weiterentwicklung des Wirtschaftsstandortes sind dabei insbesondere Maßnahmen in den Bereichen Digitalisierung, Deregulierung und Dezentralisierung

unumgänglich. Und dafür braucht es das Know-how möglichst vieler Experten, so wie sie hier bei der iconvienna versammelt sind.

Als Landeshauptfrau von Niederösterreich darf ich daher alle Teilnehmerinnen und Teilnehmer dieses Business-Forums recht herzlich begrüßen und Sie einladen, sich mit ihrem Pionier-, Innovations- und Unternehmergeist einzubringen. Von diesen wichtigen Inputs profitiert nicht zuletzt auch der Wirtschaftsstandort Niederösterreich. Weiters hoffe ich, dass die Teilnehmerinnen und Teilnehmer neben den Vorträgen auch die Gelegenheit nützen, Niederösterreich zu besuchen, um die Angebote der Kunstmeile Krems, im Kulturbezirk St. Pölten, in Grafenegg, in der Wachau und vieles mehr näher kennen zu lernen. Sie werden sich dabei von einer unserer ganz besonderen Stärken überzeugen können – dem Miteinander des Landes mit den Wirtschaftstreibenden, den Arbeitnehmerinnen und Arbeitnehmern, den Unternehmerinnen, Unternehmern und den Betrieben.



Wien ist eine starke Marke

DI Walter Ruck

Präsident der Wirtschaftskammer Wien
President Vienna Chamber of
Commerce and Industry



Foto: Christian Skalnik

Bereits zum 15. Mal geht iconvienna Brand Global Summit heuer in unserer Bundeshauptstadt über die Bühne. Es verbindet einmal mehr internationale Experten und bündelt Know-how mit neuesten Entwicklungen.

Längst befinden sich regionale Wirtschaftsstandorte im globalen Wettbewerb und müssen sich behaupten. Die Digitalisierung beschleunigt diese Entwicklung weiter. Vernetzung und internationaler Austausch gewinnen zunehmend an Bedeutung. Iconvienna spielt hier eine wichtige Rolle. Daher freut es mich als Präsident der Wirtschaftskammer Wien besonders, dass unsere Bundeshauptstadt wieder zahlreiche Experten aus aller Welt begrüßen darf.

Der Wirtschaftsstandort Wien hat – vor allem auch als Tor in den Osten – ausgezeichnete Voraussetzungen. Er ist an die internationalen Verkehrswege bestens angebunden. Die starke Dienstleistungsorientierung unserer Unternehmen verbunden mit einem breiten Branchenmix und einer aufblühenden Start-up-Szene sind weitere Erfolgsfaktoren des Standorts – bei höchster Lebensqualität. Zudem ist die Stadt eine der attraktivsten, städtetouristischen Destinationen in Europa. Das macht Wien zu einer starken Marke am internationalen Wirtschaftsparkett. Für uns als Interessensvertretung der Wiener Unternehmen ist das Ansporn und Auftrag zugleich.

In diesem Sinne wünsche ich den Teilnehmerinnen und Teilnehmern der iconvienna 2019 einen fruchtbringenden Austausch und interessante Tage in Wien unter dem Motto „Brands Create Prosperity“.



Argentina: Moving Forward

H.E. Rafael Mariano Grossi

Ambassador of Argentina to Austria,
Slovakia and Slovenia



Once again, Argentina joins iconvienna, a truly iconic platform for investment, trade and economic opportunities in Europe. This year marks the 15th Anniversary of this prestigious forum and we are delighted to be part of it.

After a year marked by our successful leadership at the helm of the G20, crowned by a summit of the leaders of the biggest economies in the world, held in Buenos Aires last December, our country continues to play an increasingly important role in our region and beyond. The world's eighth largest country and third most important economy in Latin America, Argentina stands out as one of the world's leading food producers, enjoying abundant

natural resources, including the fourth largest shale oil and second largest shale gas reserves in the world.

This, in itself, places Argentina as a country with the most promising and fastest growing energy sectors in the region. Our industrial sector is vibrant, dynamic and multi-faceted, with an important presence in the beverage, food processing, chemical and pharmaceutical production. Always at the top of Latin America's Human Development Index, Argentina is proud of its highly qualified human capital.

A unique set of qualities makes Argentina an attractive place for business and investments. We look forward to meeting you at iconvienna 2019!





Costa Rica: top investment destination

H.E. Alejandro Solano Ortiz

Ambassador of Costa Rica in Austria and Permanent Representative to the International Organizations in Vienna



In a groundbreaking business world, Costa Rica is ready to show how a tradition of peace, education, innovation and sustainability are fertile ground to grow and do business. This is Essential Costa Rica. Costa Rica provides ideal conditions for your long-term and low risk investments, in diverse business sectors. Public and private trading partners throughout the world have discovered the competitiveness resource of Costa Rica as one of the most stable and reliable economies in Latin America.

Costa Rica has built up a thriving high tech industry, embedded in the Global Value Chains, based on a well-established educational system and qualified workforce. By fostering scientific research, Costa Rica managed to establish a solid life science and pharmaceutical industry with more than 3500 direct employees. Over 90% percent of the shares of the industry are owned by public institutions to provide an exceptional free public health care system. In sum, the industry has grown over 280% within the last decade and medical devices were the number one export good accounting for 4% of the national GDP.

Our country stands for sustainable, responsible and high quality production and offers industrial parks and a robust infrastructure. The country launched in 2019 a National Plan for Decarbonization which contemplates an objective that aims to modernize the industrial sector so that by 2030 business models take responsibility for their environmental impact and that by 2050 the industrial sector will rely on low-emission energy sources.

With its close proximity to the US market and a preferential access to the world, Costa Rica holds strategic position in international trade. Companies and investors alike benefit from our human capital skills and the customized educational programs to fit the need of each industry. Costa Rica offers a wide range of incentives ranging from fast track immigration procedures to online customs expedited with transparency. Therefore, Costa Rica proved itself to be a top investment destination for its proven track record, stability and the most attractive tax incentive package in Latin America.





THE EXCELSIOR

70 Jahre Volksrepublik China

H. E. Li Xiaosi

Ambassador of the People's Republic
of China to Austria



Die Welt ist im Wandel, wohin er aber auch immer führen mag, sieht China in der EU einen wichtigen Pol unserer Welt und einen strategischen Partner in allen Bereichen. Eine geeinte, stabile, offene und florierende EU ist China höchst willkommen. Da aber Instabilitäts- und Ungewissheitsfaktoren in der Weltwirtschaftsentwicklung zunehmen, Unilateralismus und Protektionismus stärker werden und dem multilateralen Handelssystem zusetzen, obliegt China und Europa als zwei Globalplayern, die strategische Verständigung und Zusammenarbeit zu verstärken, um den Herausforderungen gemeinsam zu begegnen. Die Verhandlungen über das Investitionsabkommen zwischen China und der EU machen Fortschritte und mögen unter gemeinsamen Bemühungen substantielle Erfolge erzielen. Die Freihandelszone China-EU wäre ein entscheidender Beschleuniger unserer Wirtschafts- und Handelsbeziehungen auf höchstem Niveau, daher sind wir sehr gerne bereit, zusammen mit der EU eine solide Basis zu schaffen und möglichst rasch mit der Eruierung der Machbarkeit zu beginnen. China und die EU profitieren beide vom multilateralen Handelssystem und verfechten die Autorität und Effektivität der Welthandelsorganisation. Freilich sind manche Regeln der WTO zu optimieren, wozu China und die EU eine gemeinsame Arbeitsgruppe ins Leben gerufen haben, die schon einmal getagt hat. China ist folgender Ansicht: Die Grundsätze

der WTO wie z.B. Offenheit, Transparenz, Toleranz und Nichtdiskriminierung müssen unverändert bleiben, die Hauptstoßrichtung der Handelsliberalisierung muss aufrecht bleiben, bei den Reformen ist den Anliegen der meisten Mitgliedstaaten Rechnung zu tragen, die Rechte der Entwicklungsländer auf Weiterentwicklung, auf maßgeschneiderte und differenzierte Behandlung zu gewährleisten, um die Schere zwischen Nord und Süd zu schließen.

2019 feiert die VR China ihr 70-jähriges Bestehen, und es ist ein ausschlaggebendes Jahr für den Aufbau einer Gesellschaft mit flächendeckendem bescheidenem Wohlstand. China wird an seiner unabhängigen Außenpolitik des Friedens festhalten, die Reformen vertiefen, die Öffnung ausweiten, die qualitätsorientierte Entwicklung forcieren, die internationale Zusammenarbeit im Rahmen der Seidenstraßeninitiative vorantreiben, neue Impulse für die umfassende strategische Partnerschaft mit der EU und für die freundschaftliche strategische Partnerschaft mit Österreich schaffen. Ich wünsche dem 15. Forum viel Erfolg!





Mariel Special Development Zone attracting foreign investors

H. E. Juan Antonio Fernández Palacios

Ambassador of the Republic of Cuba and Permanent Representative to the United Nations Office at Vienna and the International Organizations based in Austria



Foto: Cuban Embassy

Mariel Special Development Zone is the first of its type in Cuba and enjoys a privileged geographic location, in the center of the Caribbean Sea, at the crossroads of the main maritime commercial traffic routes in the Western Hemisphere.

ZED Mariel provides a world class production and logistics platform which will enable an increase in national production levels, reduce import costs, boost growth, create jobs and facilitate direct foreign investment.

It is an area of the national territory, located in the north of Artemisa province, 45 km west of Havana, regulated by special regimes and policies, designed to attract investment in the production of goods and the provision of services with added value, using knowledge and innovation, as well as clean technologies.

The Biotechnology Industrial Complex is one of the largest projects within the Zone, where latest generation products will be manufactured.

Cuba's portfolio of foreign investment opportunities 2018-2019 contains 525 projects, seeking total financing of over 11.6 billion dollars.

These initiatives are distributed across the country, and 45 of them are in the Mariel Special Development Zone.

Tourism is the sector with the greatest number of proposals, with 187 projects included in the portfolio. Tourism represents an important strength for the country, in attracting foreign capital and exporting services, while work underway to build productive links with the rest of the national economy continues.

Investments in solar parks and wind farms continue, while those related to power generation from biomass in bioelectric plants have begun, supporting the plans for changing the energy matrix, and the increase in the use of renewable energy sources.

ZED Mariel and Cuban companies are ready to hear your investment proposal.





The Dominican Republic, an important commercial ally

H. E. Lourdes Victoria-Kruse

Ambassador of the Dominican Republic to Austria and Permanent Representative to International Organizations



On behalf of the Government of the Dominican Republic, I wish hereby to express my gratitude to iconvienna Brand Global Summit 2019, presided by Dr. Gerhard Hrebicek and his outstanding team for the invitation to participate in this important event, which allows us to exchange economic and commercial strategies, experiences, as well as opportunities to promote our countries in the cultural, touristic and commercial sector.

The National Development Strategy and the Dominican's Digital Agenda promotes as a priority, the development of private companies and Micro, Small and Medium-sized Enterprises (SMEs). The SMEs constitutes an important support of the Dominican economy, as one of the main sources of employment in the country and contributes a significant percentage of the annual growth of Gross Domestic Product.

The Dominican Republic's economic growth has been one of the strongest in the LAC region over the past 25 years. During 2018 it enjoyed a 7.0 % growth rate, US\$MM 81.4 GDP and 1.3% inflation rate, especially in the following areas: Agriculture (76.5%), Financial Services (7.9%), Trade (9.1%), Commerce (8.5%)

(10.6%), Transportation (6.5%), Hotels (5.6%) and Communications (11.0%). Furthermore, it is the number one destination for investment in the Caribbean and 2nd including Central America with US\$ MM 2,513 FDI 2018 and 52% #1 FDI in the Caribbean 2017.

Due to the strategic geographic location, the Dominican Republic has become an important commercial ally between Europe, North America and the rest of Latin America. Nowadays, in order to create facilities for foreign investment and new companies, "The Foreign Trade Single Window Project" has been created, it is a business project that will streamline the procedures required to carry out international trade activities. This will integrate all the Government Institutions that regulate the import and export of merchandise, with the purpose of achieving a more efficient customs clearance.

Among the general benefits of this Project, it provides: services at a single point; use of the information technologies; single payment for the services; harmonization of documents and procedures and electronic online payments.





Foto: Regione Liguria



Foto: Maria Jupp / Shutterstock.com

Italy: A cluster of opportunities

H.E. Sergio Barbanti
Ambassador of Italy to Austria



Italy is a land of extraordinary beauty, taste and talent, but it is also one of the world's top economies.

Over the last decade our companies have been innovating, modernizing and creating new specializations making Italy one of Europe's champion in export trade. Italy is one of only five countries in the world whose manufactured products have an export trade surplus (over € 47 bln). Total exports are more than € 500 bln and the exports of goods in 2017 exceeded € 450 bln.

Made in Italy is not only Fashion, Food and Furniture. Italy is the World's 2nd most competitive producer of industrial machinery (packaging, food, textiles, etc) after Germany, according to the Trade Performance Index UNCTAD/WTO, and the 3rd largest European chemical producer with an annual turnover of over 52 billion euros.

Companies operating in Italy can also rely on extensive networks of SMEs and manufacturing clusters throughout the country, able to supply high-quality intermediate products

specifically tailored to meet customers' needs in a wide range of sectors (industrial machinery, metals, chemicals, plastics, paper, ceramics, textile, marine industries, etc.).

Several reforms have been enacted since 2014 to facilitate investments, including those to streamline labour policies and make starting-a-business easier. Together with reforms, Italy has introduced numerous financial incentives aimed at increasing the attractiveness of foreign direct investments, encouraging research and development and fostering the growth of new innovative enterprises.

As one stop shop, ICE-Agenzia, the Italian Trade Agency (ITA), through its offices in the world and the FDI Department located in Rome, facilitates the establishment and the development of foreign companies in Italy, helping foreign investors to establish or expand their operations, supporting them throughout the investment life cycle.

For any assistance, write to vienna@ice.it or coordinamento.ide@ice.it



World Heritage



México

visitmexico.com

The Mexican Economy and the SDG 2030

H.E. Alicia Buenrostro Massieu

Ambassador of Mexico to Austria, Slovakia and Slovenia



Foto: Embassy of Mexico

The newly appointed government of Mexico under the leadership of President Andrés Manuel López Obrador assumes the Agenda 2030 as a State commitment that will endure in time. The Agenda 2030 along with its 17 Sustainable Development Goals summons us to join efforts to rethink the present and to build a better future based on three dimensions: social, economic and environmental.

A National Strategy to comply with the Agenda 2030 has been adopted. How would we like Mexico to be in 2030?

- A country where every Mexican has access to opportunities and capacities in order to fulfill the life they desire and able to exercise all their human rights;
- Mexico has consolidated a development model low in carbon emissions based on a sustainable, efficient and balanced management of natural resources; the use of clean and renewable energy with safe, resilient, inclusive and sustainable human communities;

- Mexico is a country with inclusive social cohesion. Inequalities have been abated as a barrier for the exercise of rights, productivity, economic growth and sustainable development;
- Anyone has structural shortcomings that avoid them to live with dignity; with a sustainable management of natural resources, as well as an inclusive and green economy.

In order to reach these goals, Mexico has to integrate the three dimensions of sustainable development into the national, state and municipality programs. A budget based on a sustainable approach is also an important element, among other things.





Fotos: Mariusz Ojczewski

The perfect environment for business & brands

H. E. Mag. Jolanta Róża Kozłowska

Ambassador of the Republic of Poland to Austria



With great pleasure I express my greetings to participants and organizers of 15th Edition of iconvienna Brand Global Summit in Vienna. Let me share with you why Poland provides an perfect environment for business and creating & developing strong brands.

With its 38 million inhabitants and GDP of USD 524 billion (ca. EUR 467 billion) Poland is the 8th European economy, the biggest in Central Europe, and an important link in the value chain of European Industry. Since 2017 Polish government implements new economic blueprint – Strategy for Responsible Development, aimed at modernizing national economy, improving of well-being inhabitants and enhancing of Polish businesses internationalization. This strategy is focused on developing most forward-looking sectors in Poland with special emphasis on R&D.

There are several important actions undertaken to reach this goal.

Firstly, Polish Government has simplified business legal regulations, replacing key acts by new ones under common name Business

Constitution and making a number of amendments to other regulations. Among them it amended new investment support scheme – the so called Special Economic Zone. Tax incentives are no longer limited to pre-conceived regions, but are available nation-wide.

Secondly, new system for business support is created under umbrella of the Polish Development Fund – PFR (www.pfr.pl/eng), a group of financial and advisory institutions supporting companies, local governments and individuals and investing in sustainable social and economic development of Poland. PFR offer includes tailor-made packages of financial and non-financial services.

Moreover, Poland seeks to attract international start-up talents through the Poland Prize programme – a set of measures facilitating setting up a new tech enterprise for foreigners, with the goal of becoming the innovation hub of Central Europe.





Brands are an important asset in today's world!

H. E. Bogdan Mazuru

Ambassador of Romania to Austria



A brand became a tremendous important asset in our today's world. People are more and more attracted by a branded product or service, because these are associated with quality, competitiveness, manufacturer commitment and not least a sort of social recognition for the buyer. That's why we have to take care of this concept, to keep its purity and to expand its areas of action. iconvienna Brand Global Summit, by choosing this subject in the center of this year debate, makes this possible. We have to congratulate them for creating a platform for discussions and cooperation on brand issues and to wish them all the best ahead.

Romania is aware of a brand power and encourages its business environment in developing competitive products and services able to compete on global markets, aiming to become one of tomorrow's well known brands. Innovation and research are stimulated through subsidies, incentives and fiscal facilities, companies are stimulated through tax exemption to reinvest their profits in technological development and to raise their competitiveness, new businesses are stimulated with funds to be created through Start-up national program or ICT sector is stimulated to grow through fiscal facilities for its employees. We need to preserve our old national brands, like Dacia from automotive industry, to empower the newest one, like Bit-defender from ICT antivirus industry, or to support the

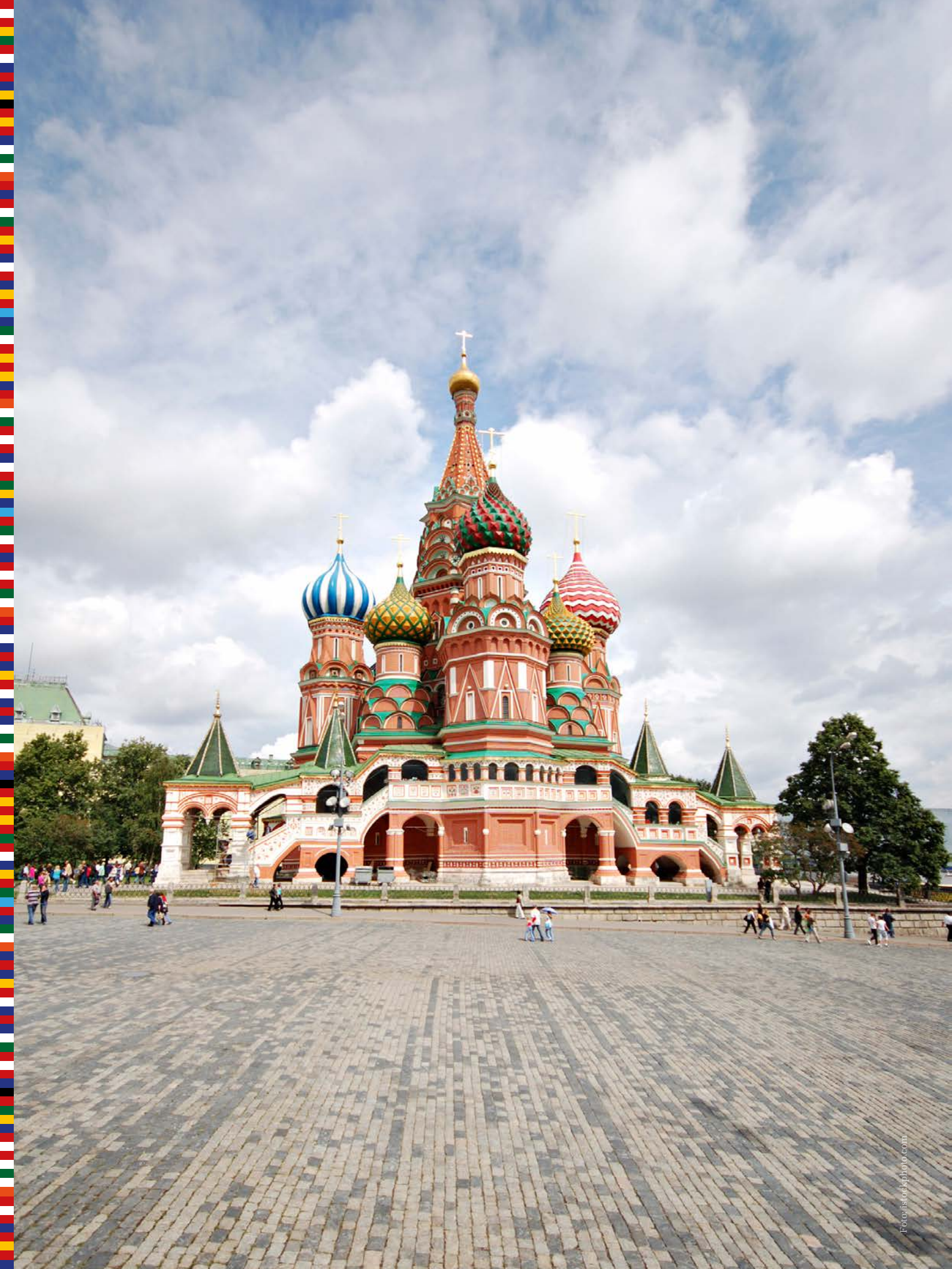
development of new entries, like UiPath, the Romanian unicorn from software robots industry.

Holding the Presidency of the EU Council during the first half of 2019, we extended this goal of raising SMEs competitiveness from national to European level. EU member states cooperation in finding the best solutions for competitive products and services will bring prosperity to our citizens and developing regional brands will offer sustainable growth to Europe.

In 2019 Romania will also have the opportunity to empower its country touristic brand through Sibiu European Gastronomic Region initiative. Only eight regions from Europe had so far the privilege to receive this very special distinction. Tourists, from all over the world, will have the opportunity to discover traditional food, local products and customs, magic places and landscapes through more than 500 events related to gastronomy which will take place in Sibiu county all over the year.

We invite you in Romania, to discover our country and our people or to do business with them, to help building new brands or to develop the existing ones.





Russland: etablierte Brands und vielfältige Wirtschaftsbranchen

H. E. Dmitry Lyubinskiy

Ambassador of the Russian Federation to Austria



Im Namen der Botschaft der Russischen Föderation freue ich mich die Teilnehmer von iconvienna Brand Global Summit zu begrüßen, welcher zu einer nützlichen Plattform für Förderung von Businesskontakten, Sicherung der Investitionen sowie Brückenbauarbeit zwischen Ost und West geworden ist.

Angesichts aller Herausforderungen der letzten Jahre zeigt die Wirtschaft unseres Landes stabile Entwicklung mit dem sich um 2% beschleunigenden Wachstumstempo und der niedrigen Inflation. Trotz der Sanktionsbremsen vertiefen sich insgesamt auch die wirtschaftlichen Beziehungen mit den EU-Mitgliedsstaaten, der Handelsumsatz hat sich im letzten Jahr auf 21 Prozent vergrößert. Besonders freut mich die dynamische Entwicklung der russisch-österreichischen Beziehungen. Der politische Dialog zwischen unseren Ländern hat sich deutlich verstärkt, der Handel ist in 2018 um 42,7% auf Rekordhöhe von 5,79 Milliarden US-Dollar gestiegen und die Kontakte zwischen Österreich und Russland auf verschiedenen Gebieten und Ebenen entwickeln sich so intensiv wie noch nie zuvor. In diesem Sinne darf ich meine Zuversicht zum Ausdruck bringen, dass Österreich ihren festen Platz in der Reihe von unseren wichtigsten EU-Partnern auch für die Zukunft einnimmt.

Unsere engen Businesspartner in Österreich und überall in der Welt wissen bestimmt, dass Russland zuverlässig ist. Die größten russischen Brands sind rund um den Globus sowie hier in der Republik Österreich sehr gut bekannt und auch tätig: „Sberbank“, ein der respektabelsten Bankbrands; „Aeroflot“, der stärkste Airlinebrand der Welt; Öl- und Gas-Riesen „Gazprom“, „Lukoil“, „Rosneft“, um nur einige Beispiele zu nennen. Ich bin davon überzeugt, dass das hohe Niveau der etablierten Brands und Vielfältigkeit von Wirtschaftsbranchen in Russland umfassende Möglichkeiten für ausländische Investoren bieten. Auch die Anzahl der weltweit anerkannten Brands aus Österreich, die auf dem perspektiven russischen Markt mit eigenen Produktionswerkstätten präsent sind, könnte steigen.

Ich wünsche dem ganzen Team von iconvienna bei der Durchführung dieses Events viel Glück und heiße neue ausländische Businesspartner in Russland willkommen.





Foto: Martin Sloboda



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Good Idea Slovakia!

H. E. Peter Mišík

Ambassador of the Republic of Slovakia to Austria



It is an honor for me to congratulate iconvienna Brand Global Summit on the success of the Forum, which is a unique platform for business network providing excellent opportunities for investment and business in key sectors.

Within this year's headline, "Brands for Competitiveness and Sustainable Growth" allow me to focus your attention on the National Tourist System of the Slovak Republic. Planning can be boring sometimes, but with this System, you have fun building your own vacation plan.

The National Tourist System helps ensuring a professional smart presentation of Slovakia as an attractive tourist destination. The project includes a complex set of tools for visitors that ensure the comfortable stay in the country, full of added benefits. The project has a comprehensive administration system, but it also has data from other tourist systems, ticket systems and hotel systems, to make itself smart as possible. On the other hand, the system offers to tourism organisations in Slovakia the opportunity to be a part of a unified web portal promoting Slovakia, using the latest technologies and marketing tools.

The Internet portal www.slovakia.travel allows tourists to plan their trip in the form of a clear itinerary. They can choose from points of interests, hotels, events or stock packages that tourists can filter according to their preferences and place them in favourites bar or in a trip planner, book entry tickets or accommodation, and then pay. Each tourist will compile a trip that is tailor-made to her/his interests.

The mobile application extends the functionality of the web portal and in addition, it provides the navigation to points of interest, a virtual guide, a hotel assistant, rating and possibility to share experience.

It is a brand new and modern way to get familiar with all beauties Slovakia can offer.

It allows to have always verified information about points of interest or attractive events, but also to secure accommodation through various booking platforms and plan everything in client's own planner. During the stay, the hotel assistant provides all hotel services. The application is constantly analysed and improved to user's needs and reminders, adding further features to it.

To summarise, with this app you can search for point of interests, accommodation and events; see information about place like weather forecast, gallery or booking; plan a trip synchronised with web portal; take advantage of the hotel's assistants; navigate to a place of interest; and much more.

Allow me to finish by saying that exploring Slovakia has never been so easy before.





Uruguay, a world tech champ

H.E. Bruno Javier Faraone Machado

Ambassador of Uruguay to Austria, Czech Republic, Hungary and Slovakia



Uruguay is appreciated for its balanced politics and economy. Everyone, from international rating agencies to companies which have chosen it as a base, agrees that Uruguay has “trained hard” to the most rigorous standards over the last ten years to become the logistics and tech hub of South America.

In fact, the United Nations recently added Uruguay among the most advanced countries in electronic government, being the only Latin American State to achieve this milestone.

The country has outstanding connectivity and internet penetration. Ninety percent of households have access to fiber optic internet with a speedy downstream and it is the only country in the world to provide all school children with free laptops and it’s a worldwide example of how to incorporate technology into education.

The nation is an unquestioned leader in communications. In 2016 the International Telecommunication Union named Uruguay the most advanced Latin American nation in ICTs. The country with just over 3.4 million people, is home to a community of more than 600 tech companies.

A significant increase in data traffic speed combined with free trade zones, shared service centers and attractive benefits means Uruguay is

number one in Latin America for e-services. No wonder over 400 companies are choosing to make Uruguay their base from which to service the rest of the region.

Uruguay is part of the D9-alongside Canada, South Korea, Estonia, Israel, New Zealand, Portugal, Mexico and the United Kingdom-, the most advanced countries in the world in matters of development and digital government.

Thanks to Plan Ceibal, the country's pioneering take on the One Laptop per Child initiative, Uruguay became the first in the world to provide laptops to every single child and teacher in every primary and secondary schools in the public sector. Access to technology and knowledge has become universal.

Plan Ceibal started in 2007. Since 2015, Plan Ibirapitá provides free tablets and internet access to elderly people on low incomes. Now Plan Butiá aims at the development of robotics.

Welcome to Uruguay, a country to invest, work and live in.





National Park Morrocoy

H. E. Jesse Chacón

Ambassador of the Bolivarian Republic of Venezuela
to Austria, Croatia and Slovakia



Foto: Embassy of Venezuela

One of the most wonderful scenarios that Venezuela which can be offers its visitors, this is the paradisiacal of The Morrocoy National Park, with their crystal-clear water it will become the next favorite destination after the first visit. Get to know everything needed to visit the beautiful beaches, bays and islands of fine white sand, that make the National Park Morrocoy such a unique an unforgettable destination.

It was declared a National park on May 26, 1974 by Executive Order No. 113, Official Gazette No. 30408 on May 27, 1974. Morrocoy National Park is located in the northwest coast by the Cuare Golfete, in the coast of the central-western part of Venezuela and its land area us 320.9 km², it contains an area of mangroves and numerous islets or cays among which are Borracho, Muerto, Sombrero, Las Animas and Peraza, the visitors must not miss the chance to visit the beaches like Mero, Playuela, Azul, Boca Seca and Los Juanes.

Prepares the sunscreen and the sunglasses because this destination the high averages temperature are between 27° and 35° C, refreshing to around 23° and 26° C, the rainiest period extends from August to December, particularly in November and December. It is for this reason as the early weeks of January, the Carnival on February, Saint's Week and the school vacation are the most visited seasons.

To endlessly exuberance

The National Park Morrocoy, no one will never tire of discover every each of its natural landscapes, its abundant biodiversity, as well as the fauna underwater is ideal for nautical activities.

However, Morrocoy, it has also become one of the preferred places for the shorebird researchers for its wide variety of species found lying around the area.

Sombrero Cay and Playuela are the highly recommended beaches to visit for those who likes to stay for a short time, there is all the required services for any day under the sun, such us an umbrella, Palm trees and snacks-drinks and the recreational activities are also available.

For those who wish to arrive in the Cays and do not have a private boat, to get there you can be reached by small yachts that are taken from Chichiriviche, the fisherman makes their living this way also, transporting tourists to the Cays.





Branding for prosperity

How does brand management contribute to inclusive and sustainable industrial development?

Despite being a central factor in economic success, brand management is not usually associated with industrial development.

The United Nations Industrial Development Organization (UNIDO) – the specialized agency of the United Nations that seeks to accelerate inclusive and sustainable industrial development – seeks to change this perception, and has developed a comprehensive approach on enhancing the competitiveness of manufacturing SMEs and their networks, within which a result-oriented approach focused on brand creation is operationalized. Indeed, branding attracts investors, talent and visitors. Therefore, companies have to connect the brand with their overall strategy through strategic brand management, including situation analysis and the definition of the company's and the brand's objectives. Some UNIDO successes in this area include:

Armenian 5900BC brand builds on tradition to enhance competitiveness.

Funded by the Government of the Russian Federation, UNIDO developed a project to revive and upgrade the garment and footwear industry in Armenia. Under the label 5900BC, UNIDO brought together 15 garment producers and 10 shoe manufacturers whose productivity and competitiveness was enhanced, while business networking and institutional partnerships between shoe and garment producers and designers were promoted. UNIDO supported beneficiary companies on a wide range of technical and business issues, including product design and development, quality management, production planning systems, legal matters, human resources, finance, marketing and networking. In a very short period of time, seven high-quality fashion collections were presented



Foto: www.strojnik.ru



under the joint brand 5900BC at different international exhibitions and important business connections were established with the largest producers and retailers of fashion apparel in the region. So far, as a result of implementation this project, the beneficiary garment and footwear manufacturers succeeded in tripling exports and doubling employment.

Branding Morocco's "liquid gold" to support the economic empowerment of women. Argan oil is hailed as the "liquid gold" of Morocco, as it captured worldwide attention for its useful properties, particularly in the beauty industry. Despite the high demand, the method of making argan oil has changed very little. UNIDO, with the financial support of the Swiss Government, assisted women producers in obtaining special labelling for



their products, such as Organic Certification and Geographical Indication. Project experts also worked to develop export consortia, which entails grouping together small-scale cooperatives and companies under different collective marks that produce a range of finished products. All this helped small-scale producers access high-end niche markets and become more competitive in the global market, thereby gaining higher revenues from their products.



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

Strengthening creative industries for inclusive and sustainable industrial development



**5900
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www.unido.org



INCLUSIVE AND SUSTAINABLE
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Tajikistan's LA'AL Textiles brand contributes to regional development. The LA'AL Textiles brand draws upon Tajikistan's rich tradition, and especially the decorative designs that adorn palaces and

temples. With UNIDO's support, which was funded by the Governments of the People's Republic of China and the Russian Federation, nine enterprises came together to produce three collections of carpet and home textile. UNIDO supported the industrial upgrading of these pilot enterprises for improvement of productivity and quality, development of new designs for home textile, accessories and carpet collections, and improving access for Tajik products to the local, regional and international markets. Hundreds of experts, most of them women, were pulled from the margins of society, acquiring and strengthening their skills in production and market access cycle through newly introduced training opportunities. Numerous contracts for supply of LA'AL Textiles produce were signed with leading domestic and international hotels, restaurants, international retail shops and other partners, thus generating jobs and new opportunities for income generating activities. Through the brand, improved market access was achieved, with LA'AL Textiles selected as the 2017 Brand of the Year 2017.

Madagascar's craftsmanship awarded Compasso d'Oro.

Creative industries have proved to be an effective agent of change and a sustainable instrument to reduce poverty: In Madagascar, they contribute 8% of the GDP and provide more than two million jobs. More than 80 artisans gave life to the first Tsara – “beautiful” in Malagasy – collection: women from the



most poverty-stricken areas created high-quality chairs, bags, tables and mats. Their colorful designs, patterns and textures reflected the culture and spirit of the region. The collection was applauded by locals and recognized internationally with the prestigious Compasso d'Oro for the consistent use of industrial design as a methodology for driving development.

Cohesion policy

the ally of people, cities and regions

Through its budget and close link to local stakeholders, EU cohesion policy plays a key role in catalysing the regions' potential for innovation, as well as boosting competitiveness and sustainable growth and jobs. Smart specialisation strategies are building on each country's and region's own strengths, helping them move up value chains, target investments on key priorities and improve the competitive advantage of their territories. Branding and labelling are important to raise awareness on the quality of services, products or practices. The European Commission has therefore proposed to finance also investment in intangible assets (such as research, intellectual property and brand-building advertisement) under the European Regional Development Fund (ERDF) in the new EU funding round for 2021-2027. Some ERDF programmes use labels to highlight best practices in cities and regions.

For example, over the last fifteen years, the European Territorial Cooperation programme URBACT – a key instrument of cohesion policy co-financed by the ERDF, the 28 Member States, Norway & Switzerland - has been fostering sustainable integrated urban development in cities across Europe. Its mission is to enable cities to work together and develop integrated solutions to common urban challenges, by networking, learning from one another's experiences, drawing lessons and identifying good practices to improve urban policies. The City of Alba Iulia in Romania, received a good practice label of URBACT with the project "City branding: making the invisible visible" - a branding initiative for sustainable cultural tourism. By strategic positioning and valorisation of its assets and strengthening its local identity, the city positioned itself as attractive for investors, tourists and citizens alike. It managed to get important funding for the renova-

**Corina Cretu**European Commissioner
for Regional Policy

tion of the citadel, to increase its population by 10 000 inhabitants in five years, and to welcome 65% more tourists.

The urban dimension of cohesion policy has been significantly strengthened for the 2014-2020 period, which will continue with an even increased urban earmarking and a new Policy Objective “Europe closer to citizens”. Member States are now obliged to earmark at least 5%, and possibly 6% in the future, of their national allocation from the ERDF to support integrated sustainable urban development strategies.

Approximately 8% of the overall ERDF allocation, i.e. 15 billion euros, are being dedicated to sustainable and integrated urban development in the period 2014-2020. Cities are implementing their Integrated Sustainable Urban Development Strategies, the strategic backbone to ensure integrated and sustainable actions on the ground. There are also the Urban Innovative Actions, funded by the ERDF with 372 million euros in 2014-2020, which provide cities with resources to finance innovative projects.

For the next funding period 2021-2027, we want to spread urban know-how among local actors. We therefore proposed the European Urban Initiative,

which will develop new activities and integrate existing ones.

As you know, the global financial crisis hit European investments very hard. For years after 2008, investments in the EU were two to three percentage points lower than before the crisis, and we were missing an average of 300 billion euros annually. I am aware that cohesion policy alone cannot fill this huge gap. Nevertheless, with the right tools at our disposal, we can mobilise and accelerate investments, especially in regions where the need is the greatest.

To this end, it is essential to consider all forms of funding, and this is why we continue going beyond the traditional grant-based approach. After 2014, we introduced the possibility to use loans, guarantees and equity instruments in every field of cohesion policy. It is paramount that we take a holistic approach, involve citizens, pursue social and environmental objectives, and generally go beyond strict economic and financial gains.

We cannot stop here. To ensure the long-term prosperity of our cities and regions, we not only need new investments, but we also need fresh means to finance those investments.

Vienna

An Innovative Metropolis

Elisabeth Unger - Research, Technology and Innovation Section
Municipal Department 23 – Economic Affairs, Labour and Statistics
Vienna City Administration

Vienna is an excellent business location. This is not only confirmed by international rankings, but also by hard facts: Every 55 minutes a new enterprise is founded in the city, productivity is 35% above the EU average, Vienna achieved a new employment record in 2018 and the city specialises in knowledge-intensive services.

As a metropolitan region, Vienna is not only a headquarters location for Austrian and international companies, but also a place where research and development activities converge in universities, extra-mural research institutions and enterprises. No less than 3.7% of the regional product in Vienna is invested in private and public research - this percentage is well above the EU average (2.04%). Vienna is one of the most successful cities in the world when it comes quality of life, infrastructure and innovation, and Vienna is also one of Europe's top IT locations.

Vienna is a growing, multicultural and young city; with a population of 1.9 million, it is the sixth largest city in the EU. Its historical background, combined with its location in the heart of Europe, makes the city an appealing business location and an attractive place for people from Central and Eastern Europe and German-speaking countries.

Demographic and technological developments call for comprehensive solutions. Vienna is banking on the concept of the "smart city", i.e. a city which is intelligent, sustainable and opportunity-oriented. The central objective is to ensure and improve environmental, economic and social performance. In this

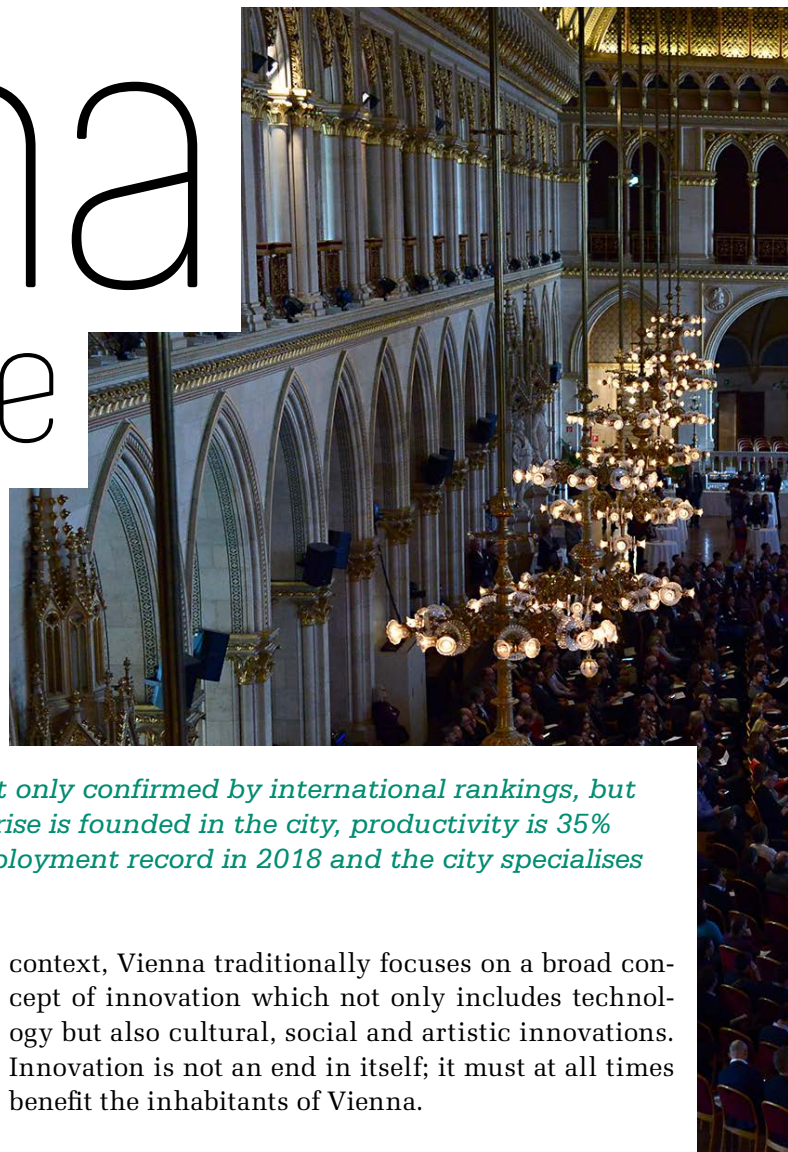
context, Vienna traditionally focuses on a broad concept of innovation which not only includes technology but also cultural, social and artistic innovations. Innovation is not an end in itself; it must at all times benefit the inhabitants of Vienna.

Vienna – A Service-Oriented City Administration

With the RTI strategy "Innovative Vienna 2020", the city has not only set itself the goal of creating optimum conditions for the development of innovation potential in the companies and universities located in the metropolitan area; it has also committed itself to taking on the role of designer, consumer and user of innovations. The city administration itself has a duty to act both as an innovator and as an enabler of innovation.

Every year a "Vienna Innovation Conference" is held for this purpose - most recently, the author Wolf Lotter was invited as a keynote speaker – and on this occasion, the current work programme is presented. Specific measures include "Start-up Labs", "Dual Career Service Support" and "Green Building".

For example, "Start-up Labs" were set up in a former research centre in 2018. Approximately 1000 m² are available for short-notice single-workplace





Municipal housing. 1920ies



Vienna City Hall

rentals in laboratories with basic equipment for life-science start-ups.

Often enough, the appointment of top international scientists to positions in Austria fails because of a seemingly banal obstacle: The life partners or spouses of the potential candidates do not find adequate employment opportunities.

The Dual Career Service Support of the Vienna Science, Research and Technology Fund has closed this gap, attending to the interests of top researchers' life partners in terms of adequate professional perspectives.

At the beginning of 2018, Vienna and Vancouver signed a cooperation agreement in the field of green building. "Affordable housing" was the first priority identified in this context. Pilot projects involving innovative, affordable and carbon-neutral housing are being

implemented in both cities. Wood, a building material which is popular in both Canada and Austria, is to play a special role in this context.

2019 marks the 100th anniversary of the days when "Red Vienna" saw its inception. The era was not only characterised by special features such as, amongst other things, communal housing estates or public indoor and outdoor pools which still exist today, but also by a new underlying approach: At the time, the focus was on an integration of cultural, technological and social innovations. Today, administration and politics are once again faced with major social, technological and economic upheavals. Against this backdrop, Vienna aims to ensure that all inhabitants of Vienna benefit from progress through even better quality of life and that no one is left behind - especially in the context of digitalisation.

IST Austria A decade of growth

The Institute of Science and Technology Austria (IST Austria) is an international, PhD-granting, interdisciplinary research institution dedicated to cutting-edge basic research in the life sciences, physics, math, and computer sciences and training the next generation of scientists. Almost ten years ago, in June 2009, the campus in Klosterneuburg was officially inaugurated and opened its doors to welcome the first staff and scientists, embarking on a path towards the ambitious goal of becoming a beacon for scientific excellence in Austria and worldwide.



The past decade has seen IST Austria grow into a productive, vibrant center for basic research of the highest quality, as is evidenced by the very encouraging figures in the annual Nature Index survey published in September 2018. Of all research institutions established within the last 30 years, IST Austria is ranked eighth among the “rising stars” in the world, the only institution outside of Asia to appear in the top ten.

Success at the European Research Council

Another continued sign of the faculty’s is the success in acquiring funding from the European Research Council (ERC). Due to their highly competitive nature—the average acceptance rate of grant submissions being 13%—ERC grants are an internationally accepted indicator of scientific excellence, as well as an important instrument for financing basic research. With 50% of the submitted grant applications from campus awarded, IST Austria has by far the highest success rate in Europe among all research institutions hosting more than 30 ERC grantees—an illustrious list which includes Oxford and Cambridge, ETH Zurich and Lausanne, and the Weizmann Institute. Currently, about two thirds of our faculty have obtained at least one ERC grant.

A growing Institution

The Institute as a whole continues to grow: around 700 scientists and staff are currently employed, among them

IST Austria’s newest faculty members: mathematician Tim Browning, previously a professor at the University of Bristol; neurobiologist Mario De Bono from the Laboratory of Molecular Biology (LMB) in Cambridge, UK; quantum physicist Andrew Higginbotham from the Microsoft Station Q in Copenhagen; and soft-matter physicist Scott Waitukaitis from the AMOLF institute in Amsterdam. They have brought the total number of IST Austria faculty to 52.

Another rapidly growing group on campus is the graduate students. This fall, IST Austria welcomed a new cohort of 56 doctoral students; there are now nearly 200 graduate students on campus. In the first decade, a total of 60 students have already obtained their PhD degree and left the Institute to pursue their next career steps. IST Austria is also proud of its growing family of alumni, who continue to spread and make their marks on the world: postdocs and PhD students who left the Institute this year have taken on positions across the globe, from Australia to Poland to California, at organizations such as Harvard University and Google.

Translation to economy

The Technology Transfer Office is the one-stop shop for all matters related to intellectual property, industry liaison, and entrepreneurship at IST Austria. It is responsible for patent protection and licensing, and supports the creation of spin-off companies and cooperation with



Fotos: IST Austria/Nadine Perdoni



Institute of Science and Technology

IST Austria was established by the federal government of Austria and the state government of Lower Austria and was inaugurated in 2009. Following the implementation of the ambitious development plan, about 90 research groups will be working in a highly modern environment by 2026, modeled after international examples such as the Max Planck institutes, ETH Zurich, and the Weizmann Institute of Science. President of IST Austria is Thomas A. Henzinger, a leading computer scientist and AAAS, ACM and IEEE Fellow. www.ist.ac.at.

industry. A range of measures is available to help translate research results into product ideas that the Institute can commercialize through licensing and the support of startups. The TWIST program facilitates exchanges with industry, works with founders, and helps researchers interested in joining industry or startups make career decisions.

IST CUBE

While business angel activity has grown over recent years and a range of government grants are now available, institutional equity investors addressing the seed and early stage segments are still rare in Austria. IST Austria and together with an investment partner took a significant step towards closing this gap and improving the situation for young tech-based founders who plan to host their ventures in Austria: they partnered to set up IST CUBE, a new investment platform that supports the creation and development of tech startups. IST CUBE funds startups from technology-based founders in and outside of Austria. IST CUBE invests in advanced technology companies, many of which are derived from academic research, and will help successful founders to generate viable business models, form strong teams, and develop their ventures, all with the goal of becoming global leaders in their fields.

IST PARK

The project to build a science and technology park for research-intensive enterprises adjacent to the IST Austria campus is moving ahead. Multiple buildings providing offices, lab space, and advanced technical infrastructure will be available in the near future. Until then, IST Austria is renting out office space in Lab Building West to future residents of IST Park.



NOVOMATIC

presents latest gaming technology in London



From February 5 to 7, 2019, Austria's leading gaming company from Gumpoldskirchen will present itself with more than 20 subsidiaries at the world's largest gaming fair, ICE Totally Gaming, in London. The offerings at the NOVOMATIC stand range from various games, high-tech casino equipment, systems and cash management solutions to sports betting as well as online, mobile and social gaming. The contents of twelve trucks had to be put together in order to master this logistical challenge. In addition to setting up more than 350 gaming terminals and a 160m² LED wall, six kilometers of copper wiring and around two kilometers of fiber-optic cables were laid for this important industry trade fair. "NOVOMATIC offers one of the most comprehensive product portfolios in the industry, enabling us to cover every segment of the industry," said Harald Neumann, CEO of NOVOMATIC AG on Tuesday, reporting at a press conference during ICE. "As a producer and operator of gaming technology, we have the opportunity to test and optimize new products in our own gaming establishments and in various markets," explains Mr. Neumann.

Stable revenues

During the fair, Mr. Neumann also traditionally gives an initial assessment of the previous fiscal year of the NOVOMATIC Group. As Mr. Neumann reports, the NOVOMATIC Group expects consolidated revenue of

EUR 5.0 billion for the 2018 fiscal year (2017: EUR 4.9 billion). The NOVOMATIC Group includes – in addition to NOVOMATIC AG – the Swiss companies ACE Casino Holding AG and NOVO Swiss AG. The number of employees in the Group around the world reached 30,400.

The focus remains on sports betting

In the current fiscal year, NOVOMATIC is focusing on growth in its core segments of Gaming Technology and Operations as well as on sports betting. NOVOMATIC is also pursuing a strategy of international expansion in this sector and plans to build on its already strong position in Europe. At the same time, NOVOMATIC's sports betting activities are to be expanded in the USA.

Online and biometrics are current topics

The digital interactive segment has been one of the fastest growing sectors in the gaming industry for years, driven by ever more powerful mobile devices for consumers. "The customer should be able to play a game without any interruptions on a mobile device, at a computer or at an establishment," said Mr. Neumann.

By using biometric data in the gaming industry, NOVOMATIC is setting new trends in customer convenience and measures to prevent gaming addiction. The patented technology is already being used on gaming machines in Europe. NOVOMATIC is thus one of the first



Thomas Graf, CTO and Harald Neumann, CEO of NOVOMATIC AG

gaming technology groups worldwide to have created the technical prerequisites for introducing a biometric-based access and payment system.

Focus on consolidation and optimization

The NOVOMATIC Group has seen strong growth in recent times, primarily through strategic acquisitions. The company now has 300 shareholdings, around 220 of which are consolidated in the balance sheet of NOVOMATIC AG. “Following the strong growth of recent years, we will continue to focus on consolidation and increasing synergies between the companies in 2019,” highlighted Mr. Neumann.

ABOUT NOVOMATIC

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs more than 30,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in more than 50 countries and exports high-tech electronic gaming equipment and solutions to more than 70 countries. The Group operates around 255,000 gaming terminals and video lottery terminals (VLTs) in its some 2,100 plus gaming operations as well as via rental concepts.

Through its numerous international subsidiaries, the NOVOMATIC Group is fully active in all segments of the gaming industry and thus offers a diversified Omni-channel product portfolio to its partners and clients around the world. This product range includes land based gaming products and services, management systems and cash management, online/mobile and social gaming solutions as well as lottery and sports betting solutions together with a range of sophisticated ancillary products and services.

ÖBB

Eine wertvolle österreichische Marke

Gepflegt und aufgeladen mit 100 Prozent Grünem Bahnstrom



Eine Marke, so wissen es die Wirtschaftslexika, kann als Summe aller Vorstellungen verstanden werden, die ein Markenname hervorruft. In ihr vereinen sich gleichzeitig alle Bemühungen und Anstrengungen eines Unternehmens und seiner MitarbeiterInnen.

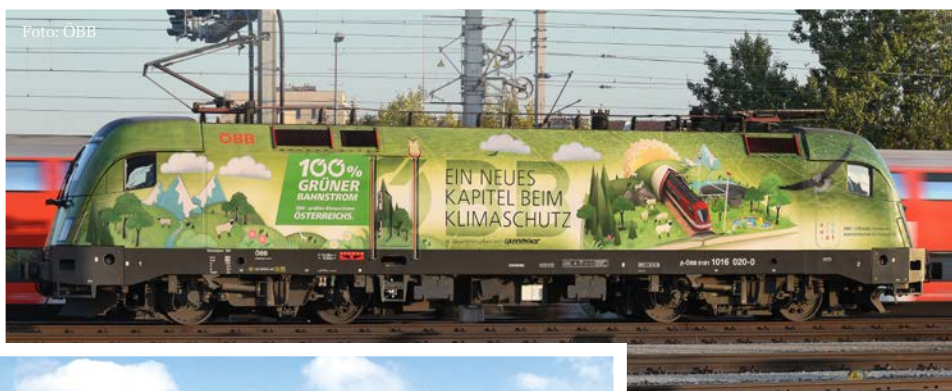
Umweltschutz und eine lebenswerte Umwelt für unsere Kinder – das ist ein wichtiger Teil der Marke ÖBB geworden. Immerhin bescheinigt bereits Greenpeace den ÖBB, das größte Klimaschutzunternehmen Österreichs zu sein.

Eine gute Marke zu erhalten und auszubauen: Das ist für uns auch eine Verpflichtung, noch besser zu werden, nicht stehen zu bleiben und mit Feuer und Flamme unsere Ziele zu verfolgen, denn nur dann ist eine gute Marke auch auf Dauer mit Leben erfüllt. Um das umzusetzen, sind Taten und Fakten notwendig, weit jenseits billiger Marketingversprechen mit einem Horizont weniger Wochen oder Monate.

Die ÖBB-Infrastruktur AG hat im Sommer 2018 den Worten Taten folgen lassen und ihre Bahnstromversorgung auf 100 Prozent grünen Strom umgestellt.

Ohne Einschränkungen, ohne Kompromisse, ohne Ausreden. Und für immer. Ab sofort stammt der Strom, der unsere Züge, unsere Fahrgäste und die Güter auf der Schiene bewegt zur Gänze aus erneuerbaren Energiequellen. Keine Kohle, kein Öl, kein Gas, kein Atomstrom. Ein schönes Gefühl für unsere KundInnen und ein schönes Gefühl für uns, nicht Teil eines Problems, sondern der Lösung zu sein.

Während die verkehrsbedingten Treibhausgasemissionen in Österreich seit 1990 um mehr als 60 Prozent



Die ÖBB-Klimalok:
Die ÖBB-Züge
fahren nur noch
mit 100 Prozent
Grünem Strom
aus erneuerbaren
Energien.



Foto: ÖBB/Christian Zenger

Photovoltaikanlage
Wilfleinsdorf



ÖBB-Wasserkraftwerke: Sperre Weißsee im Stubachtal
(Gemeinde Uttendorf, Salzburg)

Foto: ÖBB/Pelizzari

gestiegen sind, sparen die ÖBB pro Jahr mittlerweile 3,5 Millionen Tonnen CO₂ ein. Das entspricht einem wachsenden Wald in der 8-fachen Größe Wiens.

Daher möchten wir uns bei unseren Fahrgästen und unseren KundInnen aus dem Logistik- und Güterbereich herzlich bedanken. Schon eine einzelne BahnfahrerIn spart bei einer Bahnfahrt von Wien nach Salzburg ganze 63,5kg CO₂ ein. Um diese Menge zu binden, muss eine Waldfläche von der Größe einer 2-Zimmer-Wohnung (etwa 63m²) gepflanzt werden.

„Unser Bahnstrom kommt zur Gänze aus Wasserkraft, Sonne und Wind - das ist die Zukunft und dafür leisten wir unseren Beitrag mit 100 Prozent grünem

Bahnstrom! Wir sind stolz darauf, dass wir damit unsere Stellung als größtes Klimaschutzunternehmen des Landes weiter ausbauen“, bekräftigt ÖBB-Generaldirektor Andreas Matthä.

Eine wichtige Rolle spielen dabei die acht eigenen Wasserkraftwerke, die rund ein Drittel des benötigten Bahnstroms erzeugen. Dazu kommt das weltweit erste Bahnstrom-Solkraftwerk im niederösterreichischen Wilfleinsdorf. Die Eigenproduktion von grünem Strom soll weiter gesteigert werden. Es finden bereits Planungen statt, um zukünftig weitere Kraftwerke zu errichten, die grünen Bahnstrom aus Wind- und Sonnenenergie zur Verfügung stellen.

Wichtige weitere Schritte sind die Elektrifizierung von Bahnstrecken, die Umstellung des Fuhrparks auf Elektrofahrzeuge und der Einsatz alternativer Antriebstechnologien in Zügen, die auf Nebenstrecken fahren und bei denen eine Elektrifizierung nicht wirtschaftlich zu realisieren wäre.

Nach dem Motto „Sonnenkraft trifft Zugkraft“ ist die Errichtung zusätzlicher Photovoltaik-Anlagen nach dem Vorbild der Photovoltaikanlage Wilfleinsdorf geplant. Die weltweit erste Solaranlage für Bahnstrom steht für neue, innovative Ansätze innerhalb der ÖBB, da sie Solarenergie in Bahnstrom umwandelt und direkt in das Oberleitungsnetz einspeist. Der Strom wird also dort verbraucht, wo er erzeugt wird - und das mit minimalen Energieübertragungsverlusten.

Die ÖBB machen die Bahn grüner und noch umweltfreundlicher. Die Marke ÖBB stärkt damit auch klar die Marke Bahn. Schritt für Schritt werden Maßnahmen gesetzt, um das langfristige Ziel eines völlig CO₂-neutrales Bahnfahren zu erreichen.

Wir als ÖBB sind es der nächsten Generation schuldig, mit aller Kraft an einer Verkehrswende zu arbeiten. Dass wir das können, zeigen wir Tag für Tag. Die Bahn muss sich durchsetzen – sonst kann man Klimaschutzziele abschreiben.

Leading Companies and Regions: Eternal Loyalty instead of a Hot Fling

ADMITTEDLY, SHORT FLINGS HAVE A LOT GOING FOR THEM. BUT RELATIONSHIPS HAVE TO ENDURE THE TEST OF TIME TO MAKE THEM REALLY MEANINGFUL. AFTER ALL, YOU WANT TO BUILD SOMETHING TOGETHER.

While this is clearly true in our private lives, it's also true in business. "Fast business" is a lot like a fling, but while it may be enjoyable in the end business is really about building stable, long-term working relationships. This true in particular of the relationship between business locations and the active, leading companies that have their home there.

"If you look at things a little superficially, you might think that regionality is going to play an increasingly minor role in the globalised, digitised economy", says Monica Rintersbacher, Managing Director of the excellence platform Leitbetriebe Austria. "But the opposite is actually true here. Companies in general and leading companies in particular increasingly have to assert themselves in a fierce, often global, competitive market. Strong, stable and predictable framework conditions are essential for this. Sustainable regions also need companies that stay connected to their location for the long term, often even across generations, and that sustain value creation, jobs, and ultimately life opportunities."



Foto: Sabine Klimpf

Monica Rintersbacher
Managing Director
Leitbetriebe Austria

The close connection between leading companies and the region is particularly evident in the tourism business, as the Scheiblhofer winery in Burgenland Andau shows. In a relatively underdeveloped region in the border area with Hungary, the innovative winemaker Erich Scheiblhofer, who took over the winery from his father, made the little place a favourite among wine lovers thereby enriching the economic power of the entire region with the establishment of his own wine event site and guest house. "A business location is also an environment. And we are making a significant contribution to the further development of this envi-

ronment, which ultimately benefits not only us, but our neighbours, employees and guests as well."

The framework conditions include much more than just "classics" such as taxes, wages and ancillary wage costs or working-hours regulations, which are largely determined at the national level. Equally important for companies are the modern and continuous development of infrastructure (transport links, energy supply, data connections, etc.), a cooperative approach to operating and factory permits and, more than ever, the availability of skilled labour.

"However, ensuring favourable framework conditions also pays off for the regions", emphasises Rintersbacher. "Leading companies think long term; they don't move



The Hall of Legends at the winery Scheiblhofer in Burgenland



High qualified employees are very important for KNAPP AG in Styria

from one location to the next just because there is a tax credit or cheap property for a factory. In Austria in particular, there are many examples of companies that have been based in one location for generations and remain faithful to it even in difficult times, even though cost calculators and business consultants have shown that it would be possible to produce much cheaper anywhere else in the world.”

This tradition also has to be built upon in the future with new forms of cooperation between regions and companies, suggests Rintersbacher: “This is first and foremost about education and training. For example, when leading companies are involved in the planning of training priorities in secondary or higher-education colleges and universities in the region, this ensures that the companies will have the requisite skilled workers in the long term; and young people also have the opportunity to find quality jobs in the region, without which they would otherwise have to leave.”

This is also emphasised by Christian Grabner, CFO, of the globally leading intralogistics specialist KNAPP, based near Graz. “Intensive cooperation with secondary schools, colleges and universities in Styria is enormously important for us in order to be able to gain the highly qualified employees we need to be successful

worldwide for the future. Our jobs are certainly just as challenging and attractive for university graduates as those in Silicon Valley – as a leading company, we want to keep the best-trained minds at Austrian universities in the country and create value here.”

To sum things up: The ties between regions and their leading businesses is not a must, but a great opportunity in the globalised economy. Enterprises gain invaluable advantages in the battle for the best minds, and the regions have an effective weapon against emigration and deindustrialisation.

ABOUT LEITBETRIEBE AUSTRIA

Leitbetriebe Austria is an independent and cross-industry excellence platform for leading companies of the Austrian economy as distinguished by the Leitbetriebe Institute. Leading companies are pioneers in innovation and are characterised by their economic success as well as their value-oriented and sustainable corporate governance. These leading companies stand for value-oriented goals such as innovation, growth, market position and employee development with their motto: “We are a brand when we work together”. Leitbetriebe Austria provides an active forum for decision-makers to communicate as equals.

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In Brands we Trust!

The world is rapidly becoming more global. Modern technology is bringing people who might otherwise never have met closer together. The urbanization process is having a positive effect on incomes. We can watch movies that give us emotional triggers and help us to identify with both heroes and ideals. This is known as the multiplier effect and has been common in the world of commercials for a long time.

Direct marketers have been early detractors of heavy advertising spending, although the jury is still out on how much their multilevel marketing remuneration models have leveraged consumers. Although they often bad-mouth commercial brands, the bigger networks cultivate their own brands. Of course these are only known within their networks.

Digital platforms enable businesses, particularly start-ups, to build on existing brand awareness. Once establishing a successful model these businesses then become brands themselves but without having expended any contributions, efforts or thoughts on brand-management. There is still a lack of very basic knowledge on what brands are about. Put simply, brands make specific promises to their clients about what they can expect, should the clients or customers decide to purchase their products or services.

Globalization is making it harder for consumers to make informed choices about things they care for. Certification and labelling add to these difficulties. For example, what does “Bio” mean? Or “Sustainable”? Societies today are over regulated and there are no common standards to aid consumers.

In 2015 the UN member countries adopted 17 Goals for the 2030 Agenda for Sustainable Development (SDGs). Maybe the Developed World could acquaint much easier if following sequence:

- #8 Decent Work and economic growth generated by
- #9 Industrial and Infrastructure Innovation for
- #11 Sustainable Cities and Communities prioritizing
- #12 Responsible Consumption and Production without depleting or littering



- #14 Life below Water nor diminishing habitats for
- #15 Life on Earth, which would result in the most effective
- #13 Climate Action additionally supportable by
- #7 Clean Energy for All to deflate
- #10 Inequalities starting from ubiquitous
- #5 Gender Equality to be particularly built incipiently from
- #4 Quality Education as literate societies will always rather strive for
- #16 Peace and Justice cushioned by Strong Institutions and conserve
- #6 Clean Water and Sanitation, a condition precedent to
- #3 Good Health and Well-Being may all help to finish
- #1 ending Poverty and
- #2 zero out hunger under joint efforts in
- #17 Partnerships for the Goals.

Climate Change has been in the political arena for 25 years now and is undoubtedly the strongest indicator of how unsustainable the world has become. There have been recent public calls for action by various celebrities and even some politicians took interest in such publicity. There have even been so-called “Brothers in Arms” appeals for SDG efforts. But this is where brands can have a more significant effect; together brands can achieve what prosumers individually cannot.

Think about it. If brands were to work together to replace the linear carbon economy which squanders trillions of \$US each year, 12 out of the 17 SDGs would progress significantly. The reduction in CO₂ would cash-up consumers. In return brands will enjoy such increased purchasing power again. How about that for a revolution!

**SPORTS
FOR
LIFE!**

SPORTS FOR LIFE – SPORTS FOR GOOD!



Aspiring soccer players at the SFL camp with Stefan Schwab

SPORTS FOR LIFE! is a socially and economically engaged initiative of former athletes and the European Brand Institute. SFL! wants to promote sports in the economy and in society and, above all, bring children and young people back to the sports field – most likely outside! Team sports are very important for children of that age because they learn that it doesn't matter which ethnic group or religion you belong to. They teach children self-confidence, respect and other important traits for their future life.

Thanks to the excellent cooperation with numerous sponsors and supporters in the local regions of the Starcamps throughout but also with great support of other authorities, the children are offered a great atmosphere every time. Top training equipment, trained coaches and at least one active professional football player as a guest in each camp. Through this valuable collaboration, it is possible to offer the Starcamps from just € 119,- an absolute top price for any comparable camp. Since 2006, the Austrian Players' Union (Vereinigung der Fußballer, VfF) has been running the Starcamps with various partners and since then they have successively expanded them.

Bruno Gala

The Bruno Gala is a prestigious event that takes place once a year in Vienna and honors footballers and coaches from the domestic league or Austrians abroad. As part of this invitation-only event, the donations will allow socially disadvantaged children to attend a Starcamp. Together, the Players' Union and SPORTS FOR LIFE! promote sport activities in Austria and make them more present. The 22. Bruno Gala took place in the Wiener Volkstheater on 3rd of September 2018.

With the Starcamps, that take place every summer, SPORTS FOR LIFE! takes a big step towards "making sports a part of children's daily life". Children aged 7–14 years will spend five days playing football and

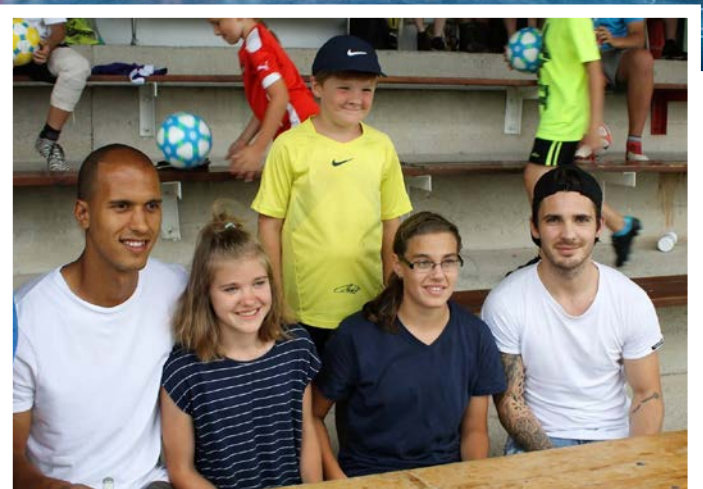


Brunogala: Steffen Hofmann and Michael Konsel

Brunogala



Camp in Vienna



Christian Schoissengeyr and Christoph Martschinko

enjoying sportive activities. The focus is on the social aspects, the young footballers should recognize for themselves how important teamwork is when it comes to achieving their goals. In 2018 over 600 children took part in 21 camps. Visits of professionals such as Rapid Vienna captain Stefan Schwab or Austria Vienna defender Christoph Martschinko were among the highlights of the camps. The professionals who come to visit, train and play with the children. For the kids, it is a very special experience to see a professional football player and ask individual questions. Autographs and fan presents are also available every time.

But Sports For Life! is also interested in other sport activities. Once again in cooperation with the VdF, Sports for Life! works at least twice a year on the golf course. At the Golf Charity Tournament of the VdF in Bad Waltersdorf and the Rotary Golf Charity in the Golf Club Schloss Schönborn, SFL! works as a partner. The

net proceeds of these events will be returned to socially disadvantaged families - either as a support or as an opportunity to participate in one of the Starcamps for free.

For 2019, a new camp is planned for the first time: the multi-sport camp. Children aged 7–12 years will be able to try out 5 different sports in 5 days: football, athletics, swimming, handball and tennis. This gives the participants, among other things, the opportunity to be consciously and fully informed for a sport to decide. The camp will be open from 22nd–26th July 2019 in Tulln on the Danube in Lower Austria.

Creating fun and enjoyment of sports and provide realistic future perspectives to kids is one of the main goals of SFL! Each camp is visited by at least one professional player who spends part of the day with the children at the camp.

an initiative of



iconvienna Brand Global Summit 2018



"Innovation Needs Branding – Branding Needs Innovation"

Highlight of the kick-off event on April 18, was the certification of the first Certified Brands worldwide, based on the ISO standard 20671, to ELK, Hanlo, Zenker and the Finanzfuchsgruppe by Gerhard Hrebicek, President European Brand Institute, together with Bobby Calder, Kellstadt Professor of Marketing, Carlos Chanduvi, UNIDO and Elisabeth Stampfl-Blaha, Director Austrian Standards International.

The Brand Global Summit on April 19th, 2018 was dedicated to branding and innovation and

offered "the opportunity to exchange experiences on the topic of brands, to learn from success models and to have interesting discussions", said European Brand Institute President Gerhard Hrebicek. Top decision-makers from politics, business, science, international organizations and diplomacy as well as representatives of regions met to exchange experiences and know-how.

LR NÖ Martin Eichtinger opened the conference with insights into the strategy and implementation of the successful model of the exemplary region

of Lower Austria. US Marketing Prof. Bobby Calder gave insights into the latest developments around brand, attention economy and brand loyalty.

In several keynote speeches and panel discussions, domestic experts and representatives of international organizations discussed brand competitiveness in a global context, economic opportunities through investment in branding and innovation, and the development and commercialization of competence clusters as a formula for growth.

The Cocktail Reception took



Jürgen Roth, Martin Eichtinger, Gerhard Hrebicek, Stefan Krenn

Cocktail Reception at Rathauskeller



Foto: Harald Klemm

place at the invitation of Mayor Michael Häupl in the Vienna Rathauskeller. Together with Gerhard Hrebicek, LAbg. Tanja Wehsely and BM a.D. Maria Rauch-Kallat welcomed the international guests and Rafael Mariano Grossi, Ambassador of Argentina, impressively presented business opportunities in Latin America.

Our Latin American host countries Bolivia, Brazil, Costa Rica, Dominican Republic, El Salvador, Cuba, Nicaragua provided tastings of regional specialties and live music by the Ensemble Spirituosi.



Foto: Katharina Schiffl

Elisabeth Stampfl-Blaha, Michael Scherz, Veronika Ettinger, Karin Zipperer, Christian Emil Vancea, Silvia Angelo, Gerald Ganzger



about iconvienna

Launched by the European Brand Institute in 2005 the event is held in April 2019 for the 15th time, gathering participants and partners thought various fields of interest and from around the world.

Tanja Wehsely,
Gerhard Hrebicek,
Maria Rauch-Kallat,
H.E. Rafael Mariano Grossi



Keynote speaker LR NÖ Martin Eichinger

iconvienna Brand Global Summit established itself as an exclusive Business & Networking Event, promoting business contacts between Austrian and international companies and regions encouraging project and investment business.

Following the motto “Make Contacts to Contracts”, top-level national and international decision makers from politics and economy, international experts and representatives of regions meet at the forum. We deliver value to participants and partners through personal contacts with executives, entrepreneurs, government officials, project partners, as well as concrete business opportunities at the forum.

Expertise

During the day, national and international experts present and discuss contemporary key issues that are vital to brand integration, management and development.

Entertainment

The Opening Night at the Vienna City Hall is an excellent occasion for easy initial contacts and thus promote networking and know-how exchange, offering participants the opportunity to introduce themselves to potential business partners, investors and decision makers.

Project Exhibition

Enterprises and regions present best practice projects and opportunities.

High Ranking Participants

CEOs, entrepreneurs, top politicians, representatives of regions, international organizations and science meet at the iconvienna forum. Including side events, participants from approximately 40 different countries join the conference.



Panel: Innovation needs branding - branding needs innovation



Gerhard Schuller, Chien-Hao Hsu, Alois Steinbichler, Klaus Müllner, Edgar Baum

Mission

iconvienna offers an appealing, promoting and effective environment including the features of the city of Vienna such as:

- Vienna as a secure hub for the international Project-Businesses for representatives from politics and economy
- a mix of new and effective business and social events for regions and companies including amongst others exhibitions, presentations, lounges, contact areas, panel discussions and keynote speeches, dinners and receptions, as well as
- cooperation with public institutions, business incorporations, media and business partners from the East and West



Cigar tasting by the Embassy of the Dominican Republic

iconvienna provides an effective and efficient contact platform, in which

- targeted contacts to experts and decision makers can be established,
- the attractive side events offer an ideal atmosphere to establish a cooperation network including targeted contacts to business partners,
- the international business network can be of use year-round and
- equity financing, growth capital and advancing across partners can be provided.

Values

Respect and Confidence

Our cooperation bases on reliability, veracity, transparency and open communication. We respect the cultural and social usage and differences of the countries in and with which we are working.

Expertise

Professional competence, innovation, quick decisions and flexibility affect our work and the work of our partners.

Customer Focus

We and our partners concentrate on the individual requirements of our customers and provide efficient and effective support to strengthen your competitive position and productivity.

Corporate Responsibility

Through responsible exposure to the resources of our customers, as well as the adoption of our employees and partners talents we create long-ranging cooperations.

FACTS AND FIGURES

Patronage: Dr. Michael Ludwig,
Mayor and Regional Governor of Vienna

Chairman of the Advisory Board:
KR Dr. René Alfons Haiden

President: KR DI Dr. Gerhard Hrebicek, MBA

First Forum: 2005

Target Groups: CEOs, entrepreneurs, top politicians, representatives of science, media, regions and international organizations

Motto: Make Contacts to Contracts



Diego Masera presents international brand activities of the Latin American and the Caribbean countries



Chinese Delegation from Renmin University joined the summit



Ensemble Spirituosi



Fotos: Katharina Schiffl

Christian Altmann, Cecilia Sjöberg, Peter Perstel, Brigitte Bach



Bobby Calder, Gerhard Hrebicek, Carlos Chanduvi, Bernhard Puttinger, Johannes Scherk



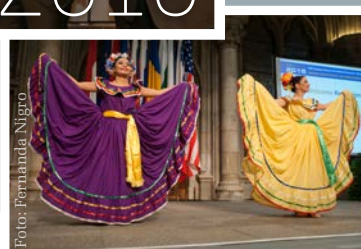
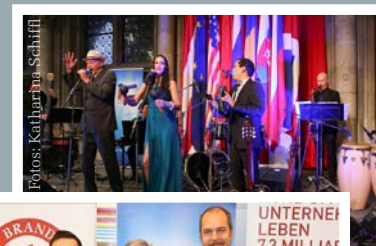
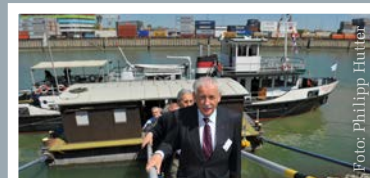
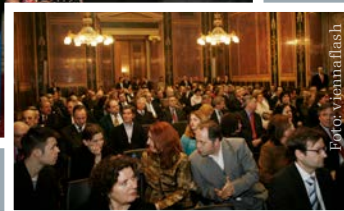
Silvia Kelemen, myworld and Renate Altenhofer, WLF

Latin American and Caribbean hospitality at the Cocktail Reception



Lisa Cichocki, IST Austria and Elisabeth Dokalik-Jonak

iconvienna celebrating 15th anniversary!





2007

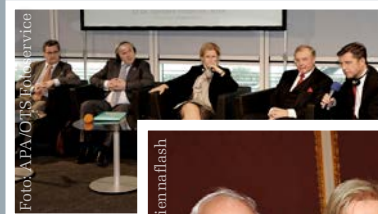


Foto: ALPA/OIS/Photo Service



Foto: Gala Rathaus



2008

Foto: viennaflash



2009



Fotos: Philipp Hutter



Fotos: Philipp Hutter



2011



KARADJOVA

HREBECK

NESSL



2010



Fotos: Philipp Hutter



Foto: Genhard Fally



2017

Foto: DODGE and BURN



Foto: Karolina Schiffl



2018

Foto: Gregor Turcek



Foto: Genhard Fally



BRAND [LIFE] AWARD winner and ambassadors 2018

10 YEARS BRAND [LIFE] AWARD

On Wednesday, November 21st of 2018, the BRAND [LIFE] AWARD was awarded for the tenth time by the European Brand Institute in the Novomatic Forum. The Brand [Life] Award is an award for personalities who have built sustainable, valuable brands - according to the motto "a life for the brand".

This year's winner Ulli Ehrlich, creative director and managing director of the Kitzbühel fashion company Sportalm, received the award from Gerhard Hrebicek, President of the European Brand Institute. She was visibly moved and received great applause. "We understand a "Made in Austria" as an obligation", so Ulli Ehrlich's fashion credo. What distinguishes the brand Sportalm? "The people who are behind the brand. A family business thinks in generations, takes smaller steps than a big company, but in the long run it is healthier. Our customers develop quality thinking and are willing to spend more money on high quality products."

The eulogy was traditionally held by Viennese Lustspielhaus principal Adi Hirschal. The bronze statue was designed by the sculptor Iris Sageder.



BRAND [LIFE] AWARD winner 2018 Ulli Ehrlich. Sportalm

Fotos: Katharina Schiff



Many other strong Austrian brands lined the victory of Ulli Ehrlich and were awarded as brand ambassador in 2018. STROH Austria boss Harold Burstein, Wiener Schnitzel institution Hans Peter Figlmüller, Confiserie Heindl brothers Andreas and Walter Heindl, Boutique Hotel Stadthalle patron Michaela Reiterer and Homeless World Cup mastermind Harald Schmied (posthumously) received the coveted certificate.



Novomatic Secretary General Stefan Krenn & WLF Initiator Renate Altenhofer



Andreas Heindl, Walter Heindl



Sandra Soravia, Sonja Kato, Ulli Ehrlich, Gexi Tostmann, Renate Altenhofer, Brigitte Just



Adi Hirschal celebrates his 70th birthday



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BRAND [LIFE] AWARD

A LIFETIME FOR A BRAND



2009
Klaus Darbo (†)
DARBO



2010
Elisabeth Gürtler
HOTEL SACHER



2011
Kurt Mann
DER MANN



2012
Thomas Klein
ALMDUDLER

2014
Engelbert Wenckheim
OTTAKRINGER



2013
Carl Manner (†)
MANNER



2015
Stefan Pierer
KTM



2016
Josef Zotter
ZOTTER SCHOKOLADE



2017
Monica Culen
ROTE NASEN



2018
Ulli Ehrlich
SPORTALM

an initiative of



EU BRAND TALK



On the occasion of the Austrian Presidency of the Council of the European Union, on Wednesday, 21st November 2018, in the run-up to the BRAND [LIFE] AWARD of the EU BRAND TALK took place under the motto "Starke Marken braucht das Land".

EU Council President Chancellor Sebastian Kurz emphasized in his video message the offensive location policy of the Federal Government: "For a successful business location, of course, it also needs strong brands that are known and successful all over the world, for Europe and especially for Austria, a country with 60% export quota."

In his opening remarks, Novomatic CEO Harald Neumann pointed to the great importance of strong brands for the Austrian economy: "Strong brands are also ambassadors for the countries they come from and are proof of the innovative power of companies."

Margarete Schramböck, Federal Minister for Digitization and Business Location and Gerhard Hrebicek, President European Brand Institute discussed the valuable contribution of brands to strengthening and securing Austria as a business location.

"Digitization is a key topic for the future and major brands are also pioneers in this field."

*Margarete Schramböck,
Federal Minister for Digitization
and Business Location*

"National brands, like our leading companies, are a decisive factor and the driving force in positioning and marketing Austria in international competition," emphasizes FM Margarete Schramböck. "Digitization is a key topic for the future and major brands are also pioneers in this field.", FM Schramböck added. "Digitization offensive also needs a brand initiative," clarifies Gerhard Hrebicek, "because in a digitized world, the brand creates trust among customers, investors and in society."

"Brands of the future must show heart, brain and attitude", so the pleading of brand philosopher Robert Seeger. In the concluding podium discussion led by



Sonja Kato, FM Schramböck and Gerhard Hrebicek in conversation



Harald Neumann, Novomatic, Federal Minister Margarete Schramböck, Gerhard Hrebicek, European Brand Institute



Sonja Kato, Philipp Bodzenta, Coca Cola, Herbert Kovar, Deloitte, European State Prize winner Nana Walzer, Gerhard Hrebicek, European Brand Institute



Philipp Bodzenta, Coca Cola and Robin Rumler, Pfizer

Sonja Kato, Philipp Bodzenta, Coca-Cola, Gerhard Hrebicek, EBI, Herbert Kovar, Deloitte and European State Prize winner Nana Walzer discussed the importance of strong brands and the positive sustainable influence as a welfare indicator. “We’re proud of our economic footprint in Austria. We produce locally since 1929 and are proud of leaving something positive in the country.” described Philipp Bodzenta the role of Coca Cola in Austria, whilst Nana Walzer pledged for a transforming Europe into a brand with a firm leadership and a common goal.



Video message Federal Chancellor Sebastian Kurz

An Initiative of



WOMEN LEADERSHIP FORUM 2018

FRAU.MACHT.INNOVATION



Fotos: Katharina Schiff

The European Brand Institute invited in cooperation with Novomatic, US Embassy, ÖBB, T-Mobile, Croma, A1 Telekom and UNIDO to the Novomatic Forum on 18 September 2018 for the 6th WOMEN LEADERSHIP FORUM.

Under the motto "FRAU.MACHT.INNOVATION", initiator Renate Altenhofer welcomed over 200 participants to this year's exclusive networking event. Led by the charming moderation of Sonja Kato, national and international decision-makers gave professional and personal insights into the challenges of female leadership in times of digitization, disruption and artificial intelligence.

Especially inspiring was the keynote by Mossi Princess H.R.H. Abze Djigma, founder of the MAMA-light Initiative and AbzeSolar, who is passionately committed to women and young people in developing countries as well as sustainable and affordable energy. Her statement: "My sisters together we are strong! We have

to stick together, support each other! Do not wait until someone offers you something - it's up to you".

Michaela Burger, Senior Vice President Transformation Office & Innovation at Swarovski, the second most valuable brand corporation in Austria, explained that "the industrial grinding machine was also disruptive technology", linking tradition with innovation. Together with Ulrike Huemer, CIO City of Vienna, Mariana Karepova, President Austrian Patent Office,



Robin Dunnigan, H.R.H. Princess Abze Djigma, Renate Altenhofer

Manuela Raith, Deputy Director IST Austria and Maria Zesch, CCO T-Mobile, the female innovation power became visible. "Out of 50% of women studying, only 6% apply for patents at the end of the day," Karepova reported.

Where do women get "lost" and what can we do about it? The solution approaches of the panel participants were: give inspiration and impetus, take the step into research, have more confidence in their own innovative strength and actively submit patents and trademarks.

Gerhard Hrebicek, President European Brand Institute emphasized the positive influence of mixed teams in brand companies and the associated innovative power.

The second half of the afternoon was devoted to leadership skills and the challenges of the "Future female leaders".

"In my opinion it is important to encourage women to overcome their inhibitions for technical jobs.

Experience shows that they are at least as competent and in demand in technology as men!"



Foto: Sabine Hauswirth

Silvia Angelo
Board Member
ÖBB Infra AG

"In the era of digitization, team diversity is more important than ever. Different perspectives and approaches are possible through different backgrounds, and diversity can help companies generate a significant competitive advantage."



Foto: T-Mobile

Maria Zesch
CCO T-Mobile Austria

"The innovation performance of the EU ranks fifth in the international comparison. The trend of innovation continues to be pushed forward and leaders need to break with the past and realize future perspectives. Women not only have the potential to be these leaders - they already are!"



Foto: Katharina Schiffl

Renate Altenhofer

Initiator Women Leadership Forum,
managing partner maX iconvienna



Fotos: Katharina Schiffl

H.R.H. Princess
Abze Djigma

Manon Raschke,
Helga Pattart-Draxler,
Silvia Angelo,
Alexandra Pifl,
Monika Racek,
Kathrin Gulnerits,
Natascha Kantauer-
Gansch





Esther Narbeshuber, Ingrid Amon, Andrea Scholdan, Renate Altenhofer, Kristin Hanusch-Linser, Brigitte Maria Gruber, Patricia Ricci

Monica Rintersbacher, Gerhard Hrebicek, Silvia Kelemen, Gabriela Straka



Michaela Burger, Mariana Karepova, Manuela Raith, Ulrike Huemer, Maria Zesch, Sonja Kato

Ronald Thoma gave insights on "Open minded leadership" with his keynote speech. A glimpse of how we can leave the dark triad of power behind us and incorporate more emotional intelligence into our leadership style with open minded leadership.

The paralel session "Future female leaders" examined challenges and experiences from the perspective of "Founders & Entrepreneurs" and "Corporate Leaders".

All panellists agreed on digitization making entrepreneurship easier in many aspects, but also that organizations and political mills do not comply with the rapid change. "Digitalization brings self-determination and new tools to the start-up scene and independence," said Kasia Greco, FidWW.

"It takes a lot of small components and funding for women heading to management positions - especially from other women in leadership positions!" emphasized Natascha Kantauer-Gansch, CCO A1.

"Every day we aim to enhance women's economic inclusion through technical assistance and cooperation with national business women associations."

Monica Carcó

Chief of Investment & Technology UNIDO



"My sisters together we are strong! We're managers by nature we can take advantage on that and within the digital world, combined with our leadership positions, we can lift up the next generation. Viva Women Leadership Forum!"

H.R.H. Princess Abze Djigma

Founder of MAMA-light Initiative & CEO AbzeSolar S.A.



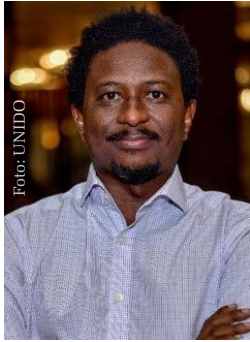


Foto: UNIDO

"In Africa innovation is the key driver to a sustainable and impactful leadership. Especially if innovation is driven at all level of women activities."

Alpha Bacar Barry
CEO Jatropha

C-Suite positions demand a lot from women and the promotion of junior executives often falls by the way-side unintentionally. Specialized programs and company-internal awareness of women's potential seem to be the key element for the future. "Actions instead of words are needed and more and more demanded" agreed Monika Racek, CEO Admiral, Alexandra Pifl, L'Oreal, Silvia Angelo, board member ÖBB Infra, Manon Raschke, Swarovski and Helga Pattart-Drexler, WU Executive Academy.

"For the Generation Y, leadership skills - such as appreciation and team leadership - are more important than achieving



Foto: Novomatic Group of Companies

business goals. To be straightforward and to express one's own opinion are for me career-enhancing factors."

Monika Racek
CEO ADMIRAL Casinos & Entertainment AG



Fotos: Katharina Schiffl

Maria Rauch-Kallat, Renate Altenhofer

Led by executive advisor Kristin Hanusch-Linser, the forum concluded actively with the "Energy Talk". With voice expert Ingrid Amon's "Mama Mia" and a mindfulness exercise of Esther Narbeshuber, 5 experts gave insights on how to manage women's professional life.

Full of energy and knowledge, the participants made new contacts, while networking at the Cocktail powered by Schlumberger on ice.

"Digitization will change our future working world and the accompanying cooperation in the individual areas

of companies. I see great opportunities here, especially for women, because they have many of the essential qualities to work in agile teams."



Foto: Kenteé Del Missien

Natascha Kantauer-Gansch
CCO A1 Telekom Austria

"Only 6% of all individual patent applications at the Austrian Patent Office



Foto: Susanne Linzenberger

are made by women. Do we lose women on their way to patenting or do we lose them sooner?"

Mariana Karepova
President Austrian Patent Office



Alpha Bacar Barry, Bashir Conde, H.R.H. Princess Abze Djigma, Hawa Kebe

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Our initiatives

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www.europeanbrandinstitute.com
www.womenleadership.at

maX iconvienna GmbH
Börsegasse 9/8, 1010 Wien
office@maxcc.at

Val Racheeva, Alpha Bacar Barry, Kasia Greco, Valentina Prinz, Verena Tschugguel, Monica Carco

"There is growing evidence that there are three key decision points where women face issues that are biologically and culturally unique, so high potential women experience career choices, goals and trade-offs differently than a high potential men."



Foto: Paul Landerl

Valentina Prinz
Managing Director
Yuvell



Foto: Katharina Schiffl

The **WOMEN LEADERSHIP FORUM** was established with the aim of promoting women's leadership in business, science & research, public institutions and society, as well as networking successful women and influential men in order to strengthen Austria's innovative and economic power.

"In order to move on, you have to be prepared to think ahead and step out of your own comfort zone. Only then your view will become free for new things."



Foto: Sabine Hauswirth

Kristin Hanusch-Linser
Executive Advisor &
Brand-Management Expert

"The big added value of digitization is to create room for essentials. We need to digitize everything that has to be standardized and invest the time gained in the relationship with the customer."



Foto: Swarovski

Michaela Burger
Senior Vice President Transformation Office & Innovation
Swarovski

"Leadership is a key factor in our rapidly changing world. While the elite dreams of holacracy and talks about humanism, liberal ideas and self-realization, most people are looking for the mode to survive - or to get what advertisement promises them."



Foto: ARGO

Ronald Thoma
Author & Managing Partner
ARGO

WOMEN LEADERSHIP FORUM 2019

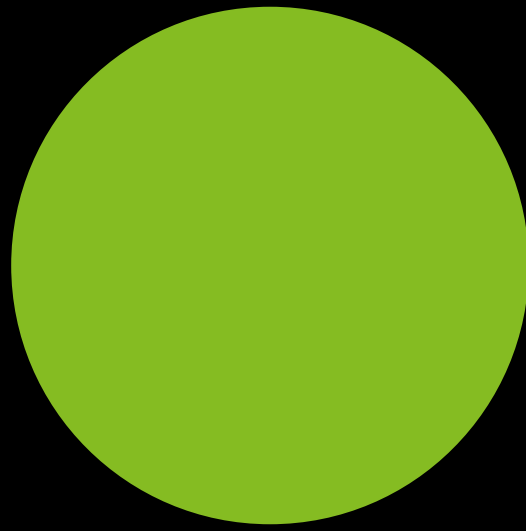
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Unique problems need unique solutions.



Deloitte.



Destination Brands

When cities and regions become international brands

It is now taken for granted that companies protect their names as well as the names of their products and services, and it has become impossible to imagine life without them. Few people, however, are aware of the great relevance of trademark protection for tourism and the regions.

The 2018/2019 ski season is slowly coming to an end. The Austrian ski resorts set a new record every year. The two regions of Kitzbühel and Arlberg have now gained worldwide recognition. Even though these regions have always been in competition with each other, they have one thing in common: the respective tourism and marketing managers have achieved trademark protection for the logos and designations of the regions in almost all European and North American states.

What exactly can be registered as a trademark? Words should be registered as word marks, pure graphics as figurative marks and the combination of words and graphics as word figurative marks. In addition, there are also more unusual brand variants such as colour marks, sound marks, hologram marks or 3D marks.

An example of a "Destination Brand" is the iconic chamois of Kitzbühel. It is registered as a figurative trademark in over 30 countries. Such destination brands are naturally not isolated cases – every provincial capital and every major Austrian city has long been represented in the trademark registers. The entries are not limited to the name of the city or its logo. For example, the city of Graz holds the national trademark rights to the word "Genusshauptstadt" or the city of Krems holds the national trademark rights to the word mark "Alles Marille!". The federal states have also registered many brands in their race for visitors and guests. In addition to the logos as figurative marks, the word marks "Urlaub bei Freunden" ("holidays with friends") or "Geschmack der Kindheit" ("taste of childhood") of the Province of Carinthia can also be found.



Cities and regions market themselves not only under their own names, but also through established events: As early as 1990, the Salzburger Festspiele were registered as a word and figurative mark in several countries under the Madrid Agreement on the World Intellectual Property Office (WIPO). WIPO considerably simplifies trademark applications in its contracting states - similar to the European Union Intellectual Property Office (EUIPO) in the EU member states.

The municipality of Maria Wörth, for example, also holds a logo for the Wörtherseetreffen. Occasionally one even finds marks of municipalities: Neukirchen an der Enknach has a population of just over 2,100 and yet the municipality is able to display its registered word/picture mark.

An example of a "Destination Brand" is the iconic chamois of Kitzbühel. It is registered as a figurative trademark in over 30 countries.

On a supra-regional level, it is the task of Österreich Werbung to market the country as a tourist location. Their campaigns extend to major cities such as London and Beijing. In addition to the approximately

20 registered picture marks in red-white-red or the word marks "Ankommen und Aufleben" or respectively "Arrive and Revive", a very comprehensive concept is to represent Austria as a brand – including a corporate sound and scent for the ears and noses of the target groups in the respective countries. However, this effort

already seems to be common, perhaps even necessary: the Spanish State Secretariat for Tourism currently holds almost 200 brands with very similar motives – "España", "Spain", "Visit Spain", "I need

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Spain" is an almost exhaustive list. Here the exclusive rights are secured with particularly great effort without gaps. Other international destination brands are "NEW ZEALAND. SIMPLY REMARKABLE." or "Big Happens Here" in New York.

However, the trademark protection of simple designations of origin, such as "Vienna" or "Linz", is usually not possible. The reason for this is the need to keep descriptive indications of goods and services – and thus also geographical indications – available to the general public. It is therefore not possible, for example, to protect terms such as "coke" or "Viennese beer". In Austria, by the way, an amendment will make designations of origin and geographical indications absolute grounds for refusal this year. Anyone may, after the entry into force of this directive, obtain cancellation of trademarks containing such elements. Many regions therefore register creative logos or slogans as brands.

However, since the need for the protection of designations of origin against imitations became very great, there have been regulations on this subject at European level since 1992. The Database of Origin and Registration (DOOR) is now available on the website of the European Commission. This is a database containing all food products with protected designations produced in the EU. There are three types of protection under this initiative: Protected Geographical Indication (PGI) – where it is sufficient if one of the stages of production, such as production, processing or manufacturing, takes place in the area of origin; Traditional Speciality Guaranteed (TSG) – protection of the name of a product derived from traditional raw materials, composition

or production methods; and Protected Designation of Origin (PDO) – where the production, processing and manufacturing of a product takes place in the geographical area in accordance with a recognised and established method. There are 20 registrations from Austria, including Tiroler Speck, Steirisches Kürbiskernöl, Wachauer Marille and Heumilch. By the way, Italy currently has over 330 entries – Parmigiano Reggiano is a prominent example here.

Conclusion: Competition between states and regions in their quest for recall and recognition has led to more and more representations, terms and products being protected at state, European and international levels. The goal is uniqueness and the safeguarding of the existing unique selling points. Everyone can benefit from this: when buying pumpkin seed oil from Styria, it is not necessary to check the actual place of production. The recognition value of countries and regions brings tourists and a positive economic impact for the region.



Foto: K.K.

Dr. Oliver Peschel

is an associate at Lansky, Ganzger + partner in the litigation and IP/IT department.

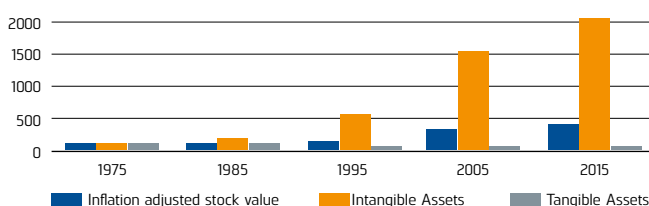
In the midst of a paradigm shift:

companies are brands,
intangibles are tangible,
expenses are assets

In less than 40 years business leaders have reached a fundamental paradigm shift when it comes to the how they define 'business value' and the 'costs of doing business'. This paradigm shift is due to the continuous and rapidly rising dependency on brands and intangibles - a large group of assets that businesses depend on. Thanks to a now erroneous, out-of-date accounting classification, these assets are still deemed too difficult to measure, and are, in almost all cases, lumped into goodwill and only if they are sold. Thereby, this out-of-date view diminishes the current way in which products and services are being consumed in the market; most companies have their products discernable by brand representations or other qualities that distinguishes them from each other. This is further exasperated by the fact that activities that were previously deemed 'castaways' or 'necessary evil', expenses, have become a source of commercial value and profitability for a substantial number of organizations, yet that benefit is not reflected in most current reporting practices of corporate success and profitability are consequently missed by the absolute majority of organizations..

The speed and magnitude at which this transition has happened is rapid and immense: using the S&P500 (the world's most valuable stock index) as the basis for analysis, the value of intangibles has increased twenty-fold since 1975 while the overall value of the stock market has increased only four-fold within the same time period. As a result, inflation adjusted, intangibles are worth five times as much as a share of organizational value today than they were in 1975, and the implications of this shift are significant.

Inflation adjusted value of S&P + Intangible & Tangible Components (1975 = 100)



This impact is best reflected in how we consume goods and services. A fundamental, global shift in consensus as to where organizational value lies is evident through the recognition that value exists within the qualities and experiences associated with the goods and services, as opposed to only the underlying materials and mechanisms by which we consume them. We have come to recognize the sum of these qualities and experiences as brands – an expectation of a certain consistency, be it good or bad, with the offerings of an organization. However, our measures of ascribing, documenting, communicating and understanding that value are from principles and practices established over one hundred years ago. As a result, a substantial gap has developed in the way today's business leaders relate to and calculate brands, specifically when accounting for non-physical sources of business value.

Concurrent with the transition to intangibles being the primary source of value since 1975, there is a concerted effort in revisiting how we look at the Income Statement (Profit & Loss Statement) of a company. With contemporary technological advancements to quickly and inexpensively collect, store and analyze data, we have reached a point where what were previously consid-



LABEL: Migration from branding cattle to generic shoes to branded shoes to self-identifying shoes (Louboutins)

ered expenditures and expenses are now looked upon as assets – organizations are evaluating historical activities as assets, measuring the sources of these costs, and learning to create more value out of that underlying knowledge. Note that marketing, and how it was expenses while building brands is one of the most prominent expenses that build assets over time when done right.

At the same time, companies that undertaken this process to recognize their in-depth knowledge of expenses as assets defend this information fiercely as a competitive advantage to drive profitability and new revenue. Yet, we are still at infancy in articulating and accounting for this new way of generating value across organizations. For example, for decades marketing has been perceived as cost by organizations, yet, when reviewed according to the new paradigm, the information collected and created by marketing becomes an asset that begets more value for the organization by identifying where and how the brand of the organization does or can drive value and profitable revenue in the future. Everything that is taught in finance and business schools today continues to teach the opposite, thereby impairing companies in identifying new sources of value.

In response to this paradigm shift, a collection of practitioners, academics, and companies have united to arrive at a consensus on how to uncover and communicate the basic building blocks of these new sources of value. An international cooperation agreement which developed the fundamental building blocks of measuring brands is the manifestation of this evolution of value attribution – the ISO 20671:2018 Brand Evaluation standard. Until very recently, the way that we accounted for

value was to count physical assets and ascribe a value to them. Today, we have the ability to comprehensively measure almost anything, physical or otherwise, and we're discovering that there is an exponential relationship in value generation as a result.

This exploration of companies migrating to viewing themselves as brands, treating intangibles as concrete sources of value, and exploring how the information about their expenses can actually generate wealth is a starting point to encourage the pursuit of new opportunities inside organizations that are willing.

Understanding brands and intangibles is no longer the domain of specialists who speak what may sound like a foreign language. As a result of the efforts of people across the world to build the fundamental measurement and reporting methodologies, organizations are now able to capture the full measurable financial value of their brands and valuable new assets that were previously impossible to ascertain. Exploring this new standard of measurement uncovers previously hidden sources of value, an invaluable competitive advantage for organizations who are primed to embrace this paradigm shift, while those who fail to adopt will inevitably be left behind.

Edgar Baum

Founder & CEO Avasta Incorporated

Avasta Incorporated applies leading edge financial & mathematical measurement practices to accurately identify new classes of assets within corporations and to apply Brand Evaluation Standards inside organizations to generate exponential returns



SummerLight

CAPITAL PARTNERS

Private Equity Partners

Während Ihr Unternehmen Finanzierung für Betriebsmittel und Arbeitskapital erwerben kann, ziehen bis dato Markeninvestitionen selten das Interesse der Finanzwirtschaft auf sich.

Die Zukunft Europas hängt allerdings am geistigen Eigentum und hier besonders an den vielen starken und wertvollen Marken, die noch viel besser vermarktet werden müssen.

Aber wie lassen sich Markeninvestitionen finanzieren? Durch alternative Finanzierungsformen wie etwa Private Equity, Venture Capital oder spezialisierte Markenfonds, wird hier ein großes Potential geschaffen.

SummerLight Capital Partners fokussiert sich auf Unternehmen in Europa, die eine schnell wachsende Marke im Einzelhandel, Dienstleistungssektor und in der Konsumgüterindustrie besitzen. Mit dem European Consumer Brand Fund schaffen wir Möglichkeiten, die es bisher in Europa nicht gab. Unsere gemeinsame Aufgabe ist es, das Wachstumspotential Ihres Unternehmens durch Branding auszu-schöpfen.

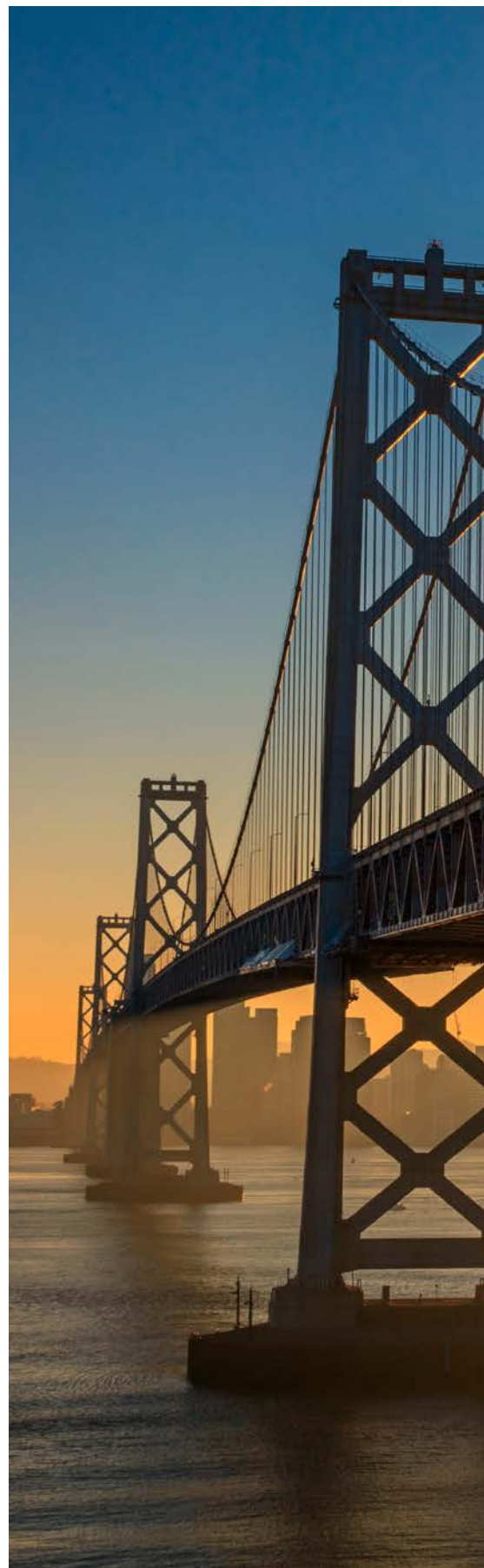
Jede Investment Situation ist unterschiedlich und ein individueller Ansatz vonnöten. Das Markenunternehmen wird vorab genau analysiert und es werden

Strategien über die zukünftige Ausrichtung des Unternehmens und dessen Marken entwickelt. In den meisten Fällen führt dies zu einer Anteilspartnerschaft (Private Equity), aber auch Markenfinanzierungsprogramme können in Verbindung mit Private Equity oder Stand-Alone umgesetzt werden. Die Entwicklung der operativen Ergebnisse und KPIs und die dazu notwendigen Instrumente, sind eine Voraussetzung für eine positive gemeinsame Markenentwicklung.

Durch die Wiederbelebung von „Heritage Brands“ und mit nachhaltigen Investitionen in bestehende Marken, die in Europa vor allem durch viele Klein- und Mittelbetriebe vorhanden sind, haben wir hier ein immenses Marken-Potential.

SummerLight Capital Partners bieten Kapital und Know-how zur Markenentwicklung und ermöglichen damit die Wertsteigerung für ihr Unternehmen.

Gehen wir gemeinsam den Weg zu neuen Nummer 1 Marken.



While your company can obtain funding for growth and working capital, brand building investments do not attract interest from the funding community that much.



Klaus Müllner
Founder & Chief Investment Officer

Dr. Gerhard Hrebicek
Founder & Chief Brand Officer

Europe's future depends on intellectual property and in particular on the many strong and valuable brands that should be marketed even better. But how can brand investments be financed? Great potential is created through alternative financing such as private equity, venture capital or specialized brand funds.

SummerLight Capital Partners focus on companies in Europe with a fast-growing brand in the retail, services and the consumer goods industry. With the European Consumer Brand Fund, we are creating opportunities that have not yet existed in Europe. Our mission is to establish your business' growth potential through Branding.

Each investment situation is different and an individual approach is required. A potential company is precisely analyzed and discussions are conducted about the company's orientation. In most cases, the results lead to a private equity partnership, but brand financing programs can also be considered in connection with private equity or stand-alone. The development of the operating results and KPI's and the necessary tools are a prerequisite for a positive brand development.

By reloading "Heritage Brands" through sustainable investment in existing brands, which we find in many small and medium-sized enterprises in Europe, we can raise an immense brand potential.

SummerLight Capital Partners provide capital and know-how for brand development and therefore enable value creation for your company by brand-led growth.

Let's start a journey together to build new number 1 brands!

Who benefits from Alternative Financing of Brands

Investments in Brands are benefiting all involved stakeholders and also provides significant impact to the Macro-Economy, the society and is therefore a contributor to Sustainable Development Goals (SDGs).

BACKGROUND

Investing in a Brand is not just a simple marketing effort, it is rather a 360 degree effort of the entire organisation and analysing the community, partners, market, financials, quality/service and innovation, products and legal protection (as outlined in the ISO 20671 framework). It requires therefore also a “healthy” operation to achieve its goals and not only capital but also know-how is required to be successful.

Most of the SME and Midcap companies, which are often family-owned, have spent their cash reserve to stay in business during the recent financial crisis. To receive bank loans for such investments, without sufficient collateral, remains a challenge, especially if the investments are not solely fixed asset driven. Often the necessary brand and operational development know-how is not sufficiently available in SME and Midcap companies.

Specialized alternative (Private Equity) Funds can provide capital and know-how to support companies on their journey to growth and success. These Funds don't have just the financial know how but also experts in operations, brand developments and a deep understanding of markets and consumers.

BENEFITS FOR BRAND COMPANIES

It is very difficult for SME and Midcap companies to receive traditional bank financing, especially if the investments are not solely fixed asset driven. Alterna-

tive financing provides Equity, operational Know-How and Brand Tools could provide through Brand Valuations and correct structuring a collateral and strengthen the balance sheet.

To grow the Brand nationally, regionally and internationally needs not only capital but also know-how is needed. A specialized Equity Funds can provide that and additionally, high cost for external consultants could be avoided.

Often family run companies are facing challenges for a suitable successor. The Equity Partner could support and facilitate such a situation. The choice of the suitable Equity Partner is essential, as every Investment Situation is different and suitable and flexible exit scenarios could be discussed. The

Alternative financing partner will act as embedded partner in good and in bad times and the investment period should be discussed to match both needs and cover a full invest-

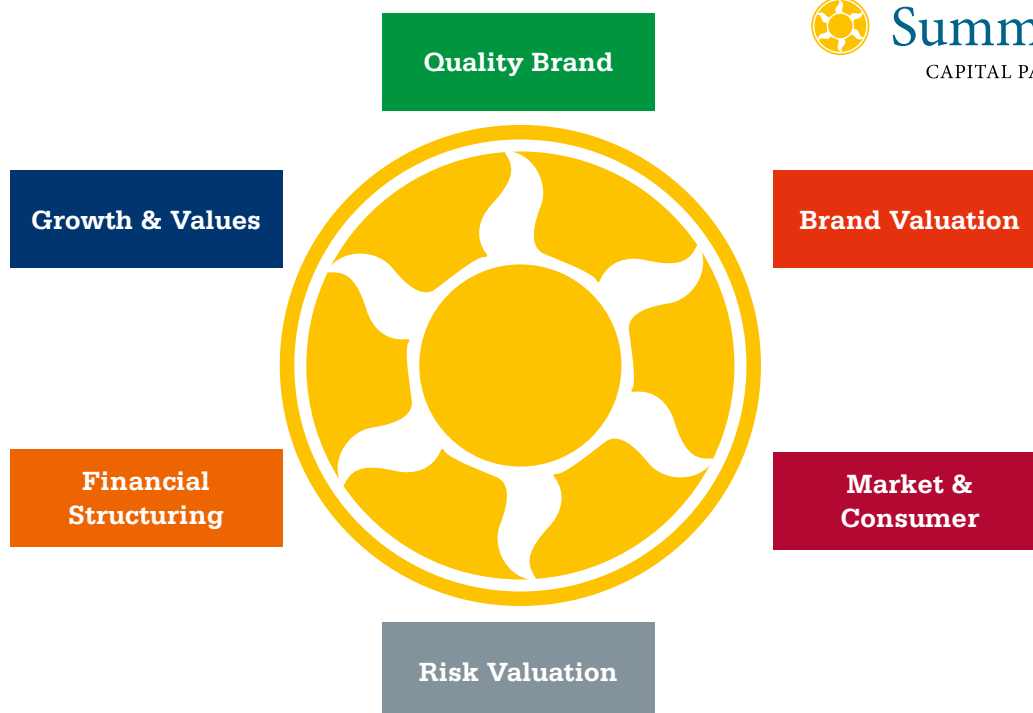
ment cycle.

Investing in Brands will increase the enterprise value as the Brand value has a significant impact.

BENEFITS FOR MACRO-ECONOMY

Several studies confirm that companies with strong brands create macro-economic benefits such as higher innovation and investments. It will also create more jobs and international and qualified employment and is encouraging exports, as it is easy to enter new mar-

"Companies with strong brands create macro-economic benefits such as higher innovation and investments."



kets with a strong Brand. Products are not solely driven by price but rather quality and service and create better margins. Brand companies also attract other companies, service providers, suppliers and employees.

Brand and Equity investments can accelerate existing country and regional goals and such investments can be used as a synergy or supplement for other incentives such as guarantees and grants. Studies show that Brands are more resilient to crisis and its investments support the transition to a knowledge and digital based economy.

Through the ISO-Norm and Brand Certification it is possible to measure the success and progress and provide a transparent tool. Brand Investments could be a part of a national growth strategy through a Fund or Clusters and solve regional issues or challenging industries and could therefore be seen as a “problem solver”.

BENEFITS

What makes the real difference for investors is to have a fund partner, which provides, additionally to the traditional growth Private Equity tools, operational and Brand Know-how. To focus on the Brand development is not just simplifying the growth strategy and entering new markets but creating other brand related opportunities and downside protection of the investment for the fund. SummerLight Capital calls this the TRIPLE PLUS strategy (traditional Private Equity, Brand Instruments and Downside Protection).

SD GOALS

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries – developed and developing – in a global partnership.

Certainly, Alternative Financing Brand Funds can contribute to many of the SDGs, and by applying the Principles of Responsible Investing (PRI) and embed it in the entire investment process, good results will be achieved. Brand Investments, can reduce Poverty and provide for decent work conditions and economic growth and support Innovation and will do that by providing Gender Equality and reduce inequality within a country or region and all while tackling climate change and working to preserve our nature.

Summerlight Capital Partners has a strong expertise and works on several projects to provide Fund solutions for SME and Midcap companies with a strong consumer Brand. SummerLight Capital, with its European Consumer Brand Fund, creates new opportunities for European companies. The investment focus is on SME/Midcap companies with fast growing brands in retail, service and consumer goods industry. Summerlight Private Equity Funds follow the Principles of Responsible Investing (PRI).

10
APRIL

19:00h.

RATHAUS WIEN
Friedrich-Schmidt-Platz 1,
1010 Wien



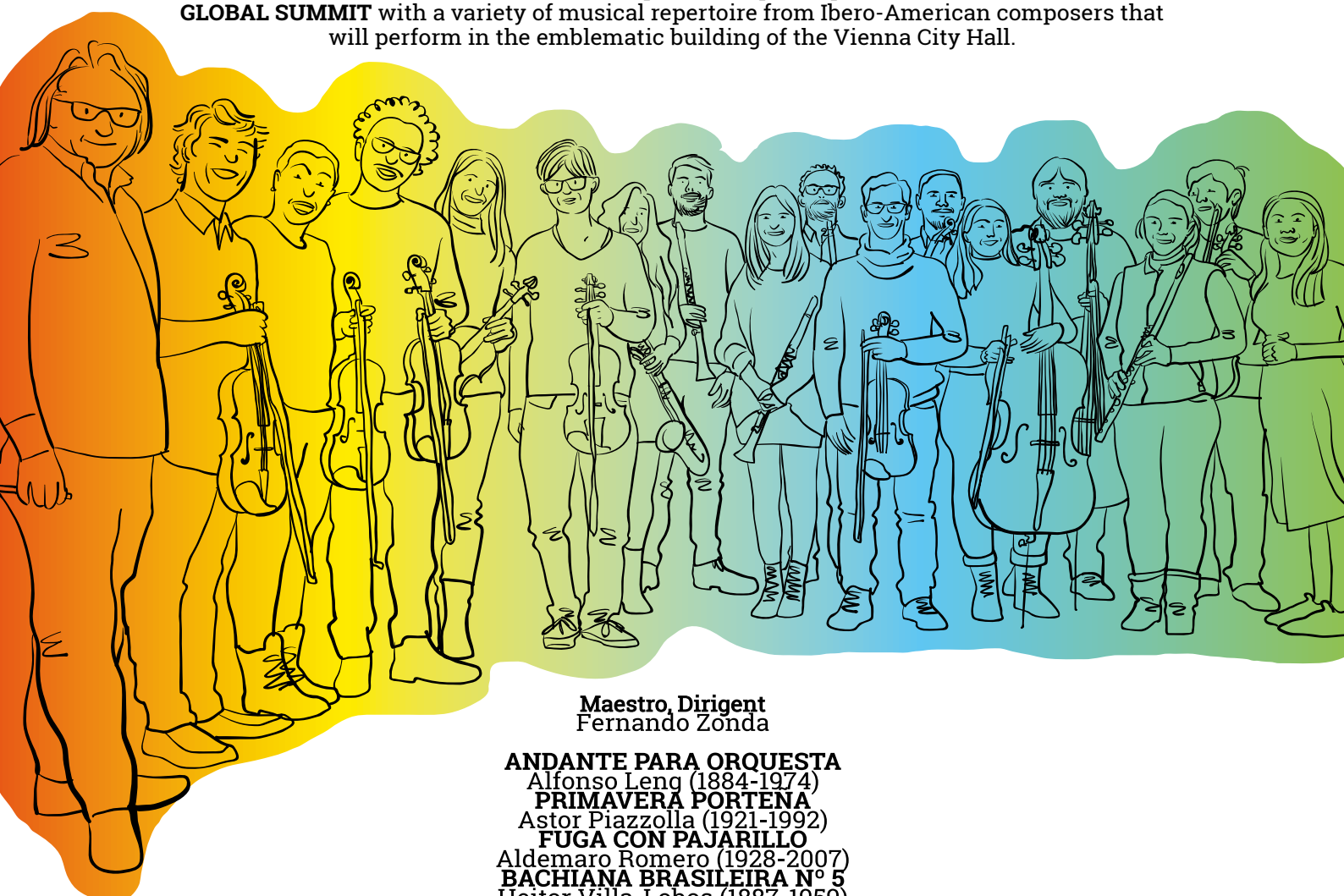
ORQUESTA IBEROAMERICANA DE VIENA

DAS IBEROAMERIKANISCHE ORCHESTER WIENS IM KONZERT

Neue Chance, sich dieses junge Orchester anzuhören, dessen Repertoire ausschließlich aus iberoamerikanischen Stücken besteht.

The Ibero-American Club in Vienna composed of Ibero-American Countries and the Instituto Cervantes in the Austrian capital, join to develop cultural programs, has the honor to present the Ibero-American Orchestra with a Chamber format, composed of musicians from Ibero-American countries, under the direction of Fernando Zonda, whose main objective is the interpretation and dissemination of music from composers from the twenty-two Ibero-American countries.

The IBERO-AMERICAN ORCHESTRA of Vienna is pleased to participate in the **15th ICONVIENNA BRAND GLOBAL SUMMIT** with a variety of musical repertoire from Ibero-American composers that will perform in the emblematic building of the Vienna City Hall.



Maestro, Dirigent
Fernando Zonda

ANDANTE PARA ORQUESTA

Alfonso Leng (1884-1974)

PRIMAVERA PORTENA

Astor Piazzolla (1921-1992)

FUGA CON PAJARILLO

Aldemaro Romero (1928-2007)

BACHIANA BRASILEIRA Nº 5

Heitor Villa-Lobos (1887-1959)

OBLIVION

Astor Piazzolla (1921-1992)

CONGA DEL FUEGO NUEVO

Arturo Márquez (1950)

SEVILLA

Isaac Albeniz (1860-1909)

HUAPANGO

José Pablo Moncayo (1912-1958).





Brand Reporting

because 80% of the company value is not on the balance sheet.

The value of a company increasingly exceeds the book value as presented in annual financial statements. The reasons for this increased valuation are the unrepresented capacities and capabilities that a company has created – its intangible assets.

For investors, directors or management, these future intangible assets, and brands in particular, must be part of what is measured and managed. Their influence on the economic and financial value must be presented and developed sustainably.

Standards such as ISO 10668 Monetary Brand Valuation and the two ÖNORMEN ON A 6800 brand valuation and ON A 6801 patent valuation have been developed for the valuation of intangible assets.

For reporting, external reporting models such as the

ISO-20671 framework, the Integrated Reporting framework and the GRI model of the Global Reporting Initiative have been developed to enhance pure financial reporting. In particular, the ISO-20671 framework reinforces the understanding of brand management and bridges the gap between economic / financial value and non-financial assets, especially brands.

This aspiring aspect should be taken into account by tax consultants and accountants so as not to be reduced to a minor role that only focuses on the 20% of the value of a company / organization.

Therefore, the profession of tax accountants and auditors is also required for corporate transactions regarding intangible assets, in particular brands and their valuation and reporting.

Ihr verlässlicher und kompetenter Partner

für Erbrecht, Familienrecht,
Liegenschaftsrecht, Unternehmens-
und Gesellschaftsrecht

Viele Rechtsstreitigkeiten sind durch vorherige Rechtsberatung vermeidbar. Eine solche umfassende, unparteiische Beratung vor der Errichtung eines Vertrages ist eine der Haupttätigkeiten des Notars. Ob es nun um den Kauf eines Hauses, einer Eigentumswohnung, eines Bauplatzes, eine Parzellierung, Schenkungen, Übergabsverträge, gesellschaftsrechtliche Verträge, Eheverträge, Vorsorgevollmachten oder die Errichtung und Verwahrung eines Testamentes geht, in all diesen Fällen kann eine fachkundige Beratung viel Geld ersparen.

Wir beraten Sie gerne in allen notariellen Angelegenheiten, insbesondere liegen unsere Kernkompetenzen in den Bereichen:

Liegenschaftsverträge

Wir errichten Kaufverträge über Liegenschaften (hierbei werden wir auch als Treuhänder tätig), Schenkungs- und Übergabeverträge, Wohnungseigentumsverträge, Verträge für Grundteilungen, Urkunden über die Einräumung oder Löschung grundbücherlicher Rechte und vieles mehr.

Während der Verkaufsverhandlungen beraten wir die Vertragsparteien ausführlich in allen relevanten rechtlichen Fragen (auch über steuerliche Aspekte) und

stimmen die Verträge inhaltlich auf die Wünsche und Erfordernisse der beteiligten Personen ab.

Um eine schnelle und sichere Treuhandabwicklung zu gewährleisten, steht uns die Notartreuhandbank AG zur Verfügung.

*"Unsere Arbeit ist durchaus kreativ:
wir müssen die Sachverhalte
auf der gesamten Klaviatur der
Möglichkeiten durchspielen."*

Notar Dr. Wolfgang Bäuml

Firmenbuch, Gesellschaftsvertrag, Unternehmensgründung

Das Gesellschaftsrecht ist eines unserer wichtigsten Aufgabengebiete, insbesondere die Gründung und Übertragung von Unternehmen. Wir bieten als objektive und erfahrene Berater umfangreiche Rechtsdienstleistungen bei der Errichtung von Kapital- und Personengesellschaften an. Um eine noch schnellere Gründung eine Gesellschaft mit beschränkter Haftung zu ermöglichen, besteht die Möglichkeit, das Gründungskapital treuhändig auf ein Konto der Notartreuhandbank AG einzuzahlen und von

Notar Dr. Bäuml
Notarpartner
Mag. Tschugguel



Fotos: K.K.



der Notartreuhandbank AG auch einen Ausdruck für die Bestätigung des Erlags für die Firmenbucheingabe auszudrucken. Auch bei Änderungen in bestehenden Gesellschaften verfassen wir alle erforderlichen Eingaben und erledigen alle Schritte bis zur Änderung im Firmenbuch. Zum Beispiel beim Wechsel eines Geschäftsführers oder Gesellschafters, Änderung der Gesellschaftsform (z.B. Umgründung), Änderung des Firmenwortlauts, Verlegung des Firmensitzes, Kapitalerhöhung oder -herabsetzung sowie bei der Liquidation eines Unternehmens.

Erbrecht, Testament

Insbesondere gehört die Errichtung von Testamenten, deren Verwahrung und Registrierung im Zentralen Testamentsregister zu unserer Kerntätigkeit.

*"Wir legen Wert auf seriöse Beratung und streben stets die optimale und nachhaltige Lösung an."
Mag. Bernd Tschugguel*

Notariat Dr. Wolfgang Bäuml & Partner

**Öffentlicher Notar Dr. Wolfgang Bäuml
Notarpartner Mag. Bernd Tschugguel**

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Web: www.notariat-baeuml.at

Ehevertrag

Nachdem statistisch gesehen jede zweite Ehe geschieden wird, ist es empfehlenswert, bereits bei der Eheschließung vertraglich festzuhalten, welche Vermögenswerte dem jeweiligen Ehepartner gehören und wie die Aufteilung im Scheidungsfall erfolgen soll.

Vorsorgevollmacht

Eine Vorsorgevollmacht ist eine umfassende Vollmacht, die jemand einer Person seines Vertrauens für den Fall erteilt, dass er selbst (zum Beispiel auf Grund Demenz) nicht mehr in der Lage sein sollte, seine Angelegenheiten selbst zu regeln.

Die Verbindung von Fachwissen und ganz persönlicher Betreuung sichert Ihnen einen reibungslosen Ablauf Ihrer privaten und geschäftlichen Vertragsangelegenheiten.

Brands for Value and Sustainable Growth

Brands are one of the most significant but least understood assets for companies and economies.

Consumers buy brands, not products. The best brands today are meaningful in the lives of consumers. They are much more than products, names, advertising, etc.

Brands create prosperity for economies. Strong brands create wealth, jobs and growth and should be viewed as an economic asset.

As brands play an important role in economic development BGC will assist smaller and medium-sized organizations, cities and destinations to be able to utilize the benefits of brands.

As an NGO and global think-tank,

the BGC represents the interests of brands, the most important assets for businesses and economies, with the aim of communicating and promoting the business and social value of brands and their contribution to prosperity. The goal is to help organizations realize and increase the value of their brands.

In addition, it creates an important link to international brand-related organizations.

The location with Vienna as headquarters was deliberately chosen due to the geopolitical situation



1 year Brand Global Council



The Brand Global Council celebrated its first year on April 18th at Novomatic Forum Vienna with the start of ISO 20671. The global think-tank gathered international known experts on brands for know-how exchange and idea generation.

Carlos Chanduvi,
Bobby Calder,
Gerhard Hrebicek,
Pingjun Liu,
Klaus Müllner

between America and Asia, the neutrality and security of Austria, existing locations of international organizations such as UN, OPEC, OSCE as well as the resulting experience in international congress tourism and the historical bridging function.

As the first standard worldwide for brand valuation was developed in Vienna, this underlines the leadership of this City of the subject. Therefore BGC is dedicated to the implementation of international standards for brands especially those for brand valuation and evaluation and will cooperate and liaison with other international organizations to achieve this purpose.

Activities of BGC

The BGC's main areas of activity include the development and introduction of brand standards and certifications, the development of international events and management training, as well as the promotion of alternative forms of financing for brand companies and cooperation initiatives between and within the regions. The Brand Global Council, serves as global forum for coordination, know-how exchange, idea gen-

eration and development of collaborative initiatives and projects. All activities are directed to enabling organizations to report and benefit from the value of their brands and to making brand value a means of economic development.

Initiatives

Increased concern for and understanding of brand value can be a tool for the economic development of smaller and medium-sized organizations, cities and destinations and economically underdeveloped regions. In order to create awareness and assist organizations around the world, regional brand initiatives will be developed. They are meant to communicate and demonstrate both the business and societal value of brands.

Brand Global Council is a global council of countries, organizations and professionals working to improve and communicate to all stakeholders the value of brands and their contribution to overall economic and societal wellbeing and inclusive, sustainable development.

Brand Standards – Key to brands as assets

Brands as intangible assets are the key to economic growth and increasing corporate value.

To start with, we must realize that since the 1990s investment in intangible assets (such as R&D, software, human resources and brands) has exceeded that of tangible assets. The intangible asset value component of the S&P stock index grew from 17 percent in 1975 to 87 percent in 2015.

Intangible assets are now the key to economic growth and increasing corporate value. Unfortunately, as with intangible assets generally, it has historically been very difficult to assign a value to brands or identify the metrics for brand management and reporting.

BRANDS EXIST IN THE MINDS OF CUSTOMERS

Names, symbols and the like are just ways of referring to brands, ideally in a way that itself influences how consumers think about the brand. The brand, however, is the ultimate meaning, or the idea, of the product in the consumer's head. It is how the consumer thinks about the product, what he or she believes to be true about it.

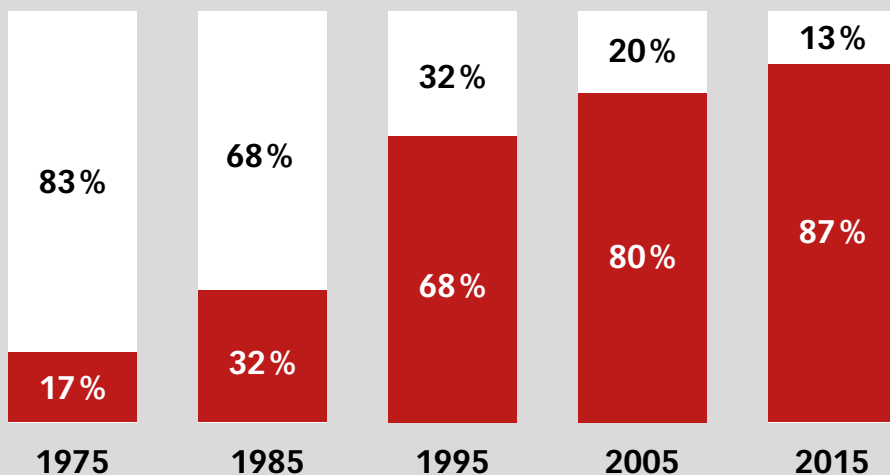
A brand is thus subjective, not objective. The key point to realize is that it is the consumer who owns the brand. The brand exists in the consumer's mind.

How can you create more value with a strong brand?

COMPONENTS OF S&P 500 MARKET VALUE

The Trend is moving from tangible to intangible assets
Therefore a different/additional way to manage your balance sheet is required
Have the brand as one of your cornerstones in your strategic thinking

■ Intangible Assets
■ Tangible Assets



PHENOMENON BRAND

IDENTIFICATION

DIFFERENTIATION

USP—UNIQUE
SELLING
PROPOSITION

PROTECTION

PSYCHOLOGICAL

ECONOMICAL

Brands are in people's minds**Brands** influence behaviour and attitude**Brands** develop experiences and emotions**Brands** create orientation, trust and loyalty**Brands** create a competitive edge**Brands** create profitability**Brands** create growth**Brands** reduce risks

© European Brand Institute

Although brands are created by tangible investments in advertising and other marketing activities, the resulting brand is the idea or meaning that is created in the consumer's mind. It is an intangible asset. Beyond this, and unlike software or patents, a brand only exists as a subjective state in the consumer mind. From a company's point of view, the question becomes, how do you assess the value of a brand when brands are so intangible as to be essentially subjective.

THE LATEST INTERNATIONALS STANDARDS

set rules for the assessment of brand management and the monetary valuation - for something that exists in the consumer's head.

To do this we have to first evaluate the strength of the brand according to the latest international standards. These standards specify the different kinds of indicators of brand strength that can be used to evaluate the power of the brand idea or meaning in the consumer's mind. Many indicators have been developed by marketers and used to measure brand strength. A simple one would be to ask consumers which brand in a category they would pick if they could have any of them regardless of price.

The final step in determining the value of a brand



Foto: Schedl

"The implementation of international standards is the key to being able to treat brands as intangible assets."

*Dr. Gerhard Hrebicek, MBA
Chairman Brand Global Council*

is to relate the evaluation of the brand to one or more metrics of financial performance. The performance on financial cash flow determines the monetary valuation of the brand.

The value of a brand for a company can thus be measured even though brands are inherently intangible and subjective. For such measurements to be accepted and implemented, however, standards must be implemented so that measurements are consistent and comparable

across organizations and over time.

The implementation of these international standards is the key to being able to treat brands as intangible financial assets so that they may be fully taken into account in corporate governance and in transactions among companies as well as in investment decisions.

The Value of Regional Brands

The future depends on intellectual property and, in particular, on many strong and valuable brands.

Region branding is a crucial success factor in today's competitive market, yet many regions struggle to create a strong regional brand. Creating a strong profile requires focus. Branding can strategically manage and shape a region's image; therefore, a clear concept of what the region stands for and its future vision is essential. The brand promise needs to be relevant to the target group and the core concepts need to be credible.

In individual European countries, such as Finland, Switzerland, Luxembourg, Sweden, Denmark and Austria, companies make the largest contributions to the respective national economy and are thus also world leaders in the ratio of brand value to gross national product. This path should also be transferred to other countries.



Dr. Gerhard Hrebicek
*Chair of the ISO Development
Committee on Brand Evaluation
(ISO 20671), Chairman of the
Committee for Brand and Patent
Valuation of ASI, Certified Legal
Expert for Austrian Courts*

Integrated brand management for cities and regions

City and Region branding is a process made up of several sub-processes. Unlike branding simpler entities like a product, service, company, person or classical subjects of branding, region branding, and in particular nation and city branding, is a complex process derived from the great diversity of stakeholders in the process.

City and Region branding can even be considered as a "governance strategy" for regions managing their most important asset – their region brand. In this regard, many public administrations are starting to implement Brand strategies and management systems.

A movement toward Integrated Reporting (IR), presents a way for regions to develop their own approaches to analysing and reporting their brand and in doing so to advance the practice. IR requires only a general framework like ISO 20671 for evaluating and analysing

INTEGRATED BRAND MANAGEMENT FOR CITIES AND REGIONS



© European Brand Institute

brands, not a commitment to a specific model used across regions. A framework for additional reporting should be consistent using standardized nomenclature, definitions and methods of calculation in order to be transparent for internal and external reporting.

The ISO 20671 framework is a way to start creating supplemental information that helps cities and regions understand and report their brands and their impact on success.

Challenges for the Tourism Industry

Brands are rapidly becoming the decisive competitive instrument in tourism.

Consumers are increasingly choosing those offers in which they can be certain that the services, outdoor experiences and also the welcome from the local population are of a high quality and worth the price paid.

At the same time, tourist destinations and the providers of tourist services are increasingly confronted with changes in guest expectations and requirements, and increasing competition at home and abroad. A lack of attention to brand issues now could have serious consequences later in terms of loss of image and falling income.

Implementing a new system in the destination brand management will inevitably require a resource input in the first year but after this the system will be in place and should be used

automatically by the destination. It is a strategic step for a destination and will of course involve an investment of time and resources. However, this investment is counter-balanced by the benefits brought to the sustainability of the destination brand, in terms of increased consumer satisfaction, and an improved competitive standing for the destination, in other words bringing a good return on investment.

Brands needed in the Digital Economy

Beyond investment and finance-marketing alignment, recognizing brand value is important in light of the evolving digital transformation of organizations. Brands are increasingly linked to digital ecosystems and many leading brands are platform brands. The boundary between brands and consumers has always been conceptually challenging and managing brands becomes even more complex with digital transformation.

The issues will not get any less complicated. Acceptance of brands as assets and integrated management based on ISO 20671 needs to happen sooner rather than later.

INTEGRATED BRAND MANAGEMENT FOR CITIES AND REGIONS

Results in:

- **Increased** competitiveness, innovation & civic engagement
- **Positive impact** on investment, inhabitants and tourism
- **Higher returns** in real estate, infra & events
- **New sense of purpose & direction** for inhabitants, businesses and institutions

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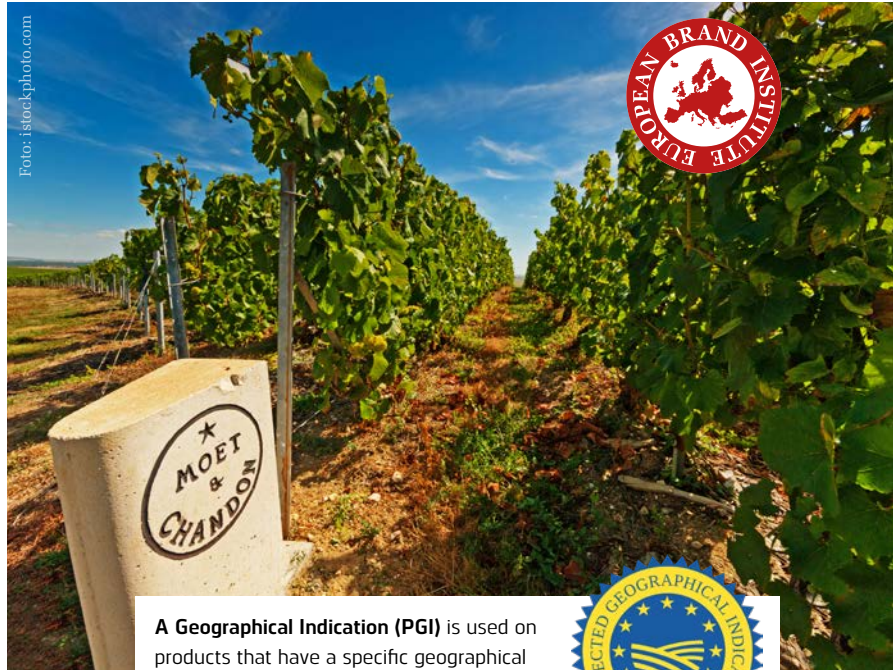


sigi@das-atelier.at
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Europe and its Region Brands



A Geographical Indication (PGI) is used on products that have a specific geographical origin and possess qualities or a reputation attributable to that geographic origin.



Protected Designation of Origin (PDO) is used to describe a product originating in that region, of which the characteristics are essentially due to a particular geographical environment.



Europe is full of famous international and historic tourist and region brands. Famous Regions such as Champagne, the Alps, Tuscany, Danube, etc. but of course also cities like Paris, London, Helsinki, Barcelona and Vienna.

As regional brand but also PGI example probably the most famous consumer good of Europe – the region of Champagne is famous for its sparkling wine. The name of the region became the brand of the best category of sparkling wines. Moet – the most valuable Champagne brand.

Brands create prosperity for Cities and Regions

Brands are key intangible assets, the economic value of intangible assets is increasing relative to physical assets.

European Brand Institute studies proofed, that the value of the top 10 brands of a European country correlates positively with the GDP per capita of this country; meaning the higher the value of the brands of a country, the higher the GDP per capita of this country, bringing more prosperity to the country. Or in short: valuable brands create wealth for your country.

Brands are an underutilized vehicle for the econo-

mic development of smaller and medium-sized organizations, cities and destinations, and economically underdeveloped regions.

There is a need to develop new approaches to analyzing and reporting the true value of brands. Branding is an investment that creates financial value and drives an organization's growth.

With the new international Standard ISO 20671 brand owners have a globally applicable and accepted approach to managing, monitoring and reporting their brands! These Certified Brands create value and prosperity.

"Brand is the art of being Number 1 in customers' minds. Brand management is the ability to turn it into value."

Dr. Gerhard Hrebicek, MBA



Geographic Indications are Brands

According to the trade treaty, the Agreement on Trade-Related Aspects of Intellectual Property Rights, or TRIPS, a Geographic Indication (GI) must satisfy two related requirements.

One, it must identify a good as originating from a country, or part of a country, that is a WTO member. And, two, the good must have at least one quality, or reputation, or some other characteristic that is associated with its geographical indication.

GIs can take different forms. Sui generis GIs are based on a specific system of rights not linked to trademarks or other IP rights. Although different terms for them

are in use, sui generis GIs in India, the EU, and other countries require a registration of the GI that covers not only the two TRIPS requirements but also standards that users of the GI must meet.

Other forms of GI, as used in countries such as China and the United States, are tied to trademark systems. These can take two forms. Collective trademarks can be used by members of an association of producers, though not by

the association itself. Certification trademarks can be used by any entity that meets the standards of certification.

GEOGRAPHICAL INDICATIONS AS BRANDS

A brand can be defined as the equity or value in the consumer's mind "when the consumer is familiar with the brand and holds some favorable, strong, and unique brand associations in memory (p. 2)."¹ GIs



¹ Keller, Kevin L. (1993), "Conceptualizing, Measuring, and Managing Customer-Based Equity," *Journal of Marketing*, 57 (1), 1-22, p.2.

Fotos: Renate Altenhofer



Bobby J. Calder is the Kellstadt Professor of Marketing at the Kellogg Graduate School of Management, Northwestern University, Evanston, IL USA.

Foto: Kellogg Graduate School of Management



are thus inherently brands. The two requirements of the TRIPS Agreement clearly call for an association of origin with a given quality, reputation or another characteristic. The sign tagging a sui generis GI and the trademark used by a collective or a certification GI are all intended to trigger a positive association that contributes to the value of a brand. Although traditionally GIs have been regarded as important as a way of protecting the rights of holders against unfair or deceptive competition, recognizing that GIs are inherently brands adds another dimension to GIs. GIs brands are important because they add value in at least three interrelated ways.

- **LOCALITY.**

In an economic environment in which the prevalence of brands marketed globally is increasing, GI brands are distinctive.

They do not have the same look-alike, find-anywhere quality characteristic of so many global brands.

- **AUTHENTICITY.**

Consumers are increasingly skeptical of advertising and exaggerated marketing claims. GI brands offer goods that are more trustworthy in that they have the authenticity of place.

- **SUSTAINABILITY.**

GI brands carry a sense of social purpose. The consumer is not only buying a product but supporting something worthwhile in terms of the values the product embodies (e.g. the precision of Swiss watch making). GI brands also often support the economic development of some worthy group of people (e.g., Colum-

bian coffee growers). Moreover, GI brands can sustain traditional knowledge and cultural expressions that might otherwise be lost.

Investments are, of course, necessary for GI brands to achieve their potential value. GI brands require the financial support of branding activities, as does any other kind of branding. In order to make such investments in a fiscally sound way, it is necessary for any organization to evaluate GI brands in order to determine if such investments are creating proportionate increases in brand value.²

Approaching GIs in this way holds the promise of fully realizing their potential, not just for asset protection, but for asset growth through realizing the locality, authenticity, sustainability value of GI brands.

¹ Calder, Bobby (2019). "Connecting Marketing and Finance via Brand Value." In A. Tybout and T. Calkins (eds), Branding in a Hyper-connected World, Wiley.

Positive Energy for Chinese Brands

CCBD is mainly engaged in brand theory study, formulation of international and national standards, publicity of brand evaluation, professional and technical training, international cooperation, etc.

To be scientific, impartial, transparent and admitted

China Council for Brand Development (CCBD) is the only national brand-related organization that has acquired permission from State Council and approval from Ministry of Civil Affairs of the PRC and is under the direct administration of General Administration of Quality Supervision, Inspection and Quarantine of the PRC (hereinafter referred to as "AQSIQ"). Adopting the system of council, CCBD is a non-profit social organization constituted voluntarily by enterprises, public institutions, social groups and individuals that are relevant to brand development. Mr. LIU Pingjun, member of the national committee of CPPCC and former deputy director of AQSIQ, acts as the president of CCBD.

CCBD is mainly engaged in brand theory study, formulation of international and national standards, publicity of brand value evaluation, brand fostering consultation, professional and technician

training, brand exhibition, international cooperation and exchange, etc.

CCBD has been focusing on brand evaluation, which is currently its important undertaking, in the principle of "To be scientific, impartial, transparent and admitted".

Brand evaluation is an important action to generate positive energy for Chinese brands, improve their international influence and propel them to go global.

Standards lay foundation for brand-building

One of "the three transformations" in brand activities is transforming Chinese products to Chinese brands. This process requires correct understanding of brand connotation, meaning the quality, style and virtue of a brand and denotation, referring to



Fotos: Ülle Baum

5th ISO Plenary Meeting 2018. Milano

cultivation, marketing and evaluation of brands. For achieving these goals standards should be recognized and applied as the basis and embodiment of a brand. These standards determine the quality of brand products and services leading to a progressive and operable approach in standardization.

CCDB pays attention to the development and implementation of standards for brand products and services so as to consolidate the foundation of the brand and make them a symbol for the brand. Along with the development, standards need continuously revision in terms of brand innovations and development, so that the brands and standards enter the market synchronously.

Minister Chen Gang, Liu Pengjun (President CCBD),
Gerhard Hrebicek (President EBI)



Angst vor der Zukunft?

Denken Sie neu, neu, neu ..., wenn es um Immunisierung, Resilienz und Robustheit im Wandel geht. Und vor allem denken Sie an Ihre Marke. Aber anders.

Gerade in Zeiten des Umbruchs zeigt sich, dass starke Marken in hohem Maße resilient sind: Weil sie überleben. Um das zu verstehen, muss man die wichtigsten Aufgaben von Marken betrachten: Kommunikation und Beziehungsarbeit.

Unternehmen sind Organisationen und somit sinnorientierte soziale Systeme, die ihre Entwicklung und Zusammenhalt über Kommunikation regeln. Genau an dieser Schnittstelle hat die Marke ihren Auftritt: Marke kommuniziert, Marke macht Unlesbares lesbar. Sie vermittelt zwischen Außen und Innen, moderiert Markt, Organisation und ihre MitarbeiterInnen. Richtig eingesetzt, sind Marken der „Common Sense“ von Organisationen, von deren Leistungen, Leistungsträgern und ihren Konsumenten.



Foto: Sabine Hauswirth

Dr. Kristin Hanusch-Linser
Executive Advisor Brand Positioning,
Vice-President International Advertising Association (IAA), Member
European Brand Institute Advisory
Board, www.hanusch-linser.at

Wer jetzt nicht auf die Kraft der Marke setzt, verzichtet auf das stärkste und gleichzeitig günstigste Transformationsinstrument: Die Kraft der Selbstorganisation. Eine intakte Marke kann vor allem eines: Sie reduziert Komplexität. Sie ist verdichteter Ausdruck des „wir“-Gefühls und erklärt das „Warum“, sie beruhigt, gibt Orientierung und Halt. Sie ist ein Stück Stammeskultur.

Wenn Marken führen, wird Führung einfach

In unruhigen Phasen übernimmt die Marke eine ganz besondere Aufgabe: Sie unterstützt eine gesunde Transformationskultur, die Menschen mitnimmt. Wenn alte Sicherheiten verloren gehen und neue gefunden werden wollen, tritt die Marke als Führungsinstrument auf den Plan. Denn Menschen brau-



Die Marke Hornbach hat etwas, was andere nicht haben

chen Sicherheit und Bindung, um zu funktionieren. Organisationen sind Menschen, viele Menschen. Eine lebendige, gesunde Marke entschleunigt und beruhigt.

Das „wir“, diese magische Verbindung zwischen den Menschen, kann nur rund um eine klare, starke Markenmission entstehen. Marke ist Identifikation und Bedeutung: Eine kommunikative Verbindung über Zeichen, Codes, Symbole als sichtbarer Ausdruck gemeinsamer Werte, einer Haltung, die Menschen (Mitarbeiter, Führungskräfte und Kunden) antreibt, Veränderungen zu gestalten.

Klare Werte statt beliebiger Vision-Mission-Mantras

Wie es gehen kann, zeigt uns Hornbach: Im heiß umkämpften Heimwerkermarkt steht diese Marke schon lange nicht mehr nur für Werkzeug, Schrauben und Nägel, sondern für ein Lebensgefühl, für eine Haltung. Keiner trifft den Nerv der Heimwerker so gut wie der Projekt-Baumarkt: Es gibt immer was zu tun. Mach es zu Deinem Projekt!

Eine geniale Botschaft, die nach innen wie nach außen wirkt. Und damit hat Hornbach etwas, was andere nicht haben: Eine Geschichte, eine Markenmission, ein Projekt, das man anpacken will, dem Online-Handel zum Trotz.

ROE ist das neue ROI

Firmen sind ja kein Schlachtfeld der Excel-Spreadsheet-Exekutionen. Sie sind Orte, an denen Menschen

Marken-Haltung ist kaufentscheidend

Dass Haltung am Ende der Wertschöpfungskette auch kaufentscheidend ist, belegt die jüngste Edelman Brandstudy: 66 % der Befragten wählen, wechseln zu oder boykottieren eine(r) Marke wegen ihrer Haltung zu gesellschaftlichen Fragen. Ein Jahr zuvor waren es noch 51 %. Und noch etwas sollten uns nachdenklich stimmen: Über die Hälfte der Befragten glauben, es ist einfacher, Marken anstatt Regierungen dazu zu bringen, gesellschaftliche Verbesserungen in Angriff zu nehmen. (www.edelman.com/earned-brand)

sich begegnen, interagieren und für eine gemeinsame Sache kämpfen: Im Idealfall um den Kunden. Nur so wird aus dem Return on Investment (ROI) auch ein Return of Engagement (ROE). Und das ist mitunter überlebensentscheidend, wenn am Ende alles digitalisiert ist.

Identifikation statt abstrakte Zahlenziele

Marken verdichten Wertesysteme und ihre Leitbilder – und zwar jenseits von banalen Standardbehauptungen wie Kundenorientierung, Leidenschaft, Mitarbeiterorientierung und Nachhaltigkeit. Die Mitarbeiter gewinnen Klarheit und finden einen Haltegriff im Wandel.

Zusammenfassend lässt sich sagen: Die Marke als Wertschöpfungs- und strategisches Führungsinstrument eignet sich perfekt, um einerseits die Identität aus der Vergangenheit in die Zukunft zu überführen und andererseits Stabilität im Wandel zu gewährleisten. Mit der Marke als Kompass navigiert es sich leichter im unübersichtlichen Gewässer, die Marke hilft dabei, eine Art GPS für den Wandel zu entwickeln.

Fragen, die Marken beantworten sollten:

Warum gibt es uns? Wofür sind wir wirklich da? Wofür bezahlt Ihr Kunde Geld? Was ist unsere Mission jenseits des Geldverdienens? Was ist unsere gemeinsame Sehnsucht, unsere Hoffnung? Wer sind unsere gemeinsamen Feinde? Was ist unser gemeinsamer Gewinn?



European Brand Institute

Europas unabhängige Marken-
und Patent-Bewertungsexperten

Das European Brand Institute (EBI) ist Europas führendes Forschungsinstitut für die Bewertung und Evaluierung von immateriellen Vermögenswerten. Unsere Schwerpunkte liegen in der Bewertung von Marken- und Patenten. Durch unsere Forschung und Mitarbeit in der internationalen Standardisierung der Marken- und Patentbewertung und insbesondere der neuen ISO zur Markenevaluierung, sowie unserer Beratungs- und Consultingleistungen, tragen wir zu einer nachhaltigen Entwicklung in Europa und weltweit bei.

Markenwert - Warum ist eine starke Markenführung heutzutage so wichtig?

Marken sind Qualitätsmerkmale und Wertfaktoren und es ist längst kein Geheimnis mehr, dass Marken von größerer Bedeutung sind, als die Produkte und Dienstleistungen selbst. Laut unseren Forschungen liegt der Anteil des Markenwerts bei rund 40% des Unternehmenswerts – Tendenz steigend!

Viele Unternehmer wissen gar nicht, dass sie selbst bereits eine Marke sind bzw. haben. EBI hat sich unter anderem das Ziel gesetzt, das Bewusstsein für eben jene immateriellen Vermögensgegenstände zu steigern. Das gilt für große, mittlere und kleine Unternehmen. Eine gut geführte Marke schafft Vertrauen, Selbstbewusstsein und Kundenloyalität, bleibt in den Köpfen der Verbraucher und kann zum Symbol eines speziellen Lifestyles werden.

Europe's independent brand
& patent valuation experts
and consultancy.

The European Brand Institute (EBI) is Europe's leading research institute for the evaluation of intangible assets. Our key activities emphasize on brand value and patent value. Through our research and participation in the international standardization of brand and patent valuation and especially the new ISO on brand evaluation, as well as our advisory and consulting services, we contribute to a sustainable development in Europe and globally.

Value to brands - Why is branding so important today?

Brands are quality features and value factors. It's not a secret anymore that brands are more important than the products and services themselves. According to our researches, the brand value is worth about 40% of the company value – and the trend is rising!

Many entrepreneurs do not even know that they have brand. One of the objectives of EBI is to increase awareness of those intangible assets. This is valid for large, medium and small businesses. A well-managed brand creates trust, confidence and customer loyalty, remains in the minds of customers and can become a symbol of a specific lifestyle.



Welchen Vorteil ziehen Unternehmen daraus, den Wert ihrer Marke zu kennen?

Der Trend der Entwicklung der Werthaltigkeit von Vermögensgegenständen in Unternehmen heute, geht weg von den materiellen und hin zu immateriellen Vermögensgegenständen. Das wertorientierte Management sollte daher vor allem auf immaterielle Vermögensgegenstände – also auf die Marke – ausgerichtet sein. Verbraucher haben keine Beziehung zu einem Produkt, sondern sind der Marke treu!

Als immaterieller Vermögensgegenstand wird der Wert der Marke auch zu einer der wichtigsten bilanzrelevanten Kennziffern. Informationen darüber sind für Investoren und Kapitalgeber von zentraler Bedeutung, denn diese erkennen bereits zunehmend die Vorteile einer starken Marke: erhöhte Rentabilität und niedrigeres Risiko. Durch die Nutzung der letztgültigen ISO-Standards leisten wir einen wesentlichen Beitrag zur Markenwertsteigerung.

Which advantage do companies derive from knowing their brand value?

The trend of asset value development in business today is moving away from tangible to intangible assets. Value-oriented management should therefore focus primarily on intangible assets – as the brand. Consumers don't have a relation to products but are loyal towards the brand!

As an intangible asset, the value of the brand also becomes one of the most important balance sheet-relevant indicators. This information is of central interest for investors and financiers, who are already increasingly recognizing the benefits of a strong brand: increased profitability and lower risk. By using the latest ISO standards we contribute significantly to the growth of brand value.

Foto: European Brand Institute



October 2018 – Joint pilot project EBI and UNIDO in Armenia Brands for Competitiveness

To support the advancement of private sector competitiveness through branding as an important strategy tool to enlarge local and export market shares and create jobs. EBI and UNIDO jointly are developing a program based on the latest ISO standard for brand evaluation ISO 20671. In October Gerhard Hrebicek introduced the Certified Brand Program to Armenian companies at a jointly hosted workshop by EBI, UNIDO and the Ministry of Economic Development and Investment of Armenia.



Foto: European Brand Institute

January 2019 – ISO TC289 Meeting in Rome



Foto: European Brand Institute

The ISO working group held a committee meeting in Rome to extend the brand evaluation ISO 20671 for Geographical Indications (GI). A next step towards an era-changing brand standard development.

November 2018 – Franchise fair



Foto: FranchiseMesse 2018

A lecture on the significance of the brand in the franchise system during the franchise fair 2018.

September 2018 – Turkmenistan Forum



Foto: European Brand Institute

On the occasion of this years Investment and Partnership Forum "Turkmenistan - Heart of the Great Silk Road" on September 5th. Gerhard Hrebicek held a speech referring to the value of brands for the economic development explaining how brands create growth and prosperity.



September 2018 – Qingdao Fragrant Hills Tourism Summit – Brand Building of Tourism Cities



The brand of a destination is one of the decisive factors that affect consumer preference. "It is quite essential that the brand of an urban destination is clearly understood and managed" stated Gerhard Hrebicek at the World Tourism Cities Federation. About 400 representatives from 59 countries, 112 tourism cities and more than 200 national tourism ministers, tourism-related enterprises and international organizations attended the summit.

May 2018 – EUROPEAN HANDBALL TALKS: Brand and Technology, Cologne



Gerhard Hrebicek amongst a line-up of experts in branding, sponsorship and technology, shared valuable knowledge at the 2nd European Handball Talks.

May 2018 – CHINA BRAND DAY, Shanghai



Minister Chen Gang, Liu Pengjun (President CCBD), Gerhard Hrebicek (President EBI) shared their expertise in the field of brand management on the occasion of China Brand Day 2018.

August 2018 – MEGATREND BRAND, EBI in Panama



Gerhard Hrebicek held a keynote on "How Brands create Growth and Prosperity" at e.g. Ciudad del Saber and PANAMCHAM in Panama City and intensively discussed with local finance and economics experts the future of Latin America in terms of intellectual property and in particular, strong and valuable brands.



BRAND ACADEMY

Live a Brand Life – Join the Brand Academy

in cooperation with



www.brand-academy.org

The Brand Academy is designed to provide value-based brand management training focused on brand management, brand development and brand evaluation based on the latest ISO standards. We offer workshops and training courses in the increasingly important field of brand management and leadership. As continual professional development program, we offer we offer Study Programmes in accordance with ISO 20671 Brand Evaluation Standard.

167
LESSONS

157
TESTS

35
MODULES

in accordance with



ISO 20671

Learn how to evaluate and professionally manage, measure and report Brands.



The Brand Academy is designed to provide value-based brand management training focused on brand management, brand development and brand evaluation based on the latest ISO standards. We offer workshops and training courses in the increasingly important field of brand management and leadership.

The Brand Academy was founded from an idea to share the knowledge of independent brand & patent valuation experts and consultancy. We started our program creation and development in cooperation with the European Brand Institute (EBI) as Europe's leading platform of brand value. With 20 years of proven experience in brand & IP valuation, European Brand Institute is serving as a certified legal team of experts.

Study Programmes

The Brand Academy specialist study program focuses on brand management issues facing organizations and their related corporate identity, value, image, and reputation. With option of vocational courses.

www.brand-academy.org



Certification

Continual professional development program, professional certification based on ISO 20671 Brand Evaluation Standard.

This as well as companies to understudy program is designed to help individuals stand, manage and implement the main concepts of Brand Management and Brand Evaluation.



Postgraduate

Postgraduate Strategic Brand Management (European Qualification Format), EQF Level 7 Postgraduate Strategic Brand Management Diploma.

The full study program, consisting of one year, 10 modules postgraduate academic course, built from an ambition to focus on global brands. To understand and connect cultures & deepen your knowledge of the development management and communication.



MBA

The full MBA study program, consisting of one-year, 10 + 2 modules postgraduate academic course, focusing on Global Brand Management.

This study program is designed to help individuals as well as companies to understand, manage and implement the main concepts of Brand Management and Brand Evaluation.

FROM BOTTLE TO BOTTLE.

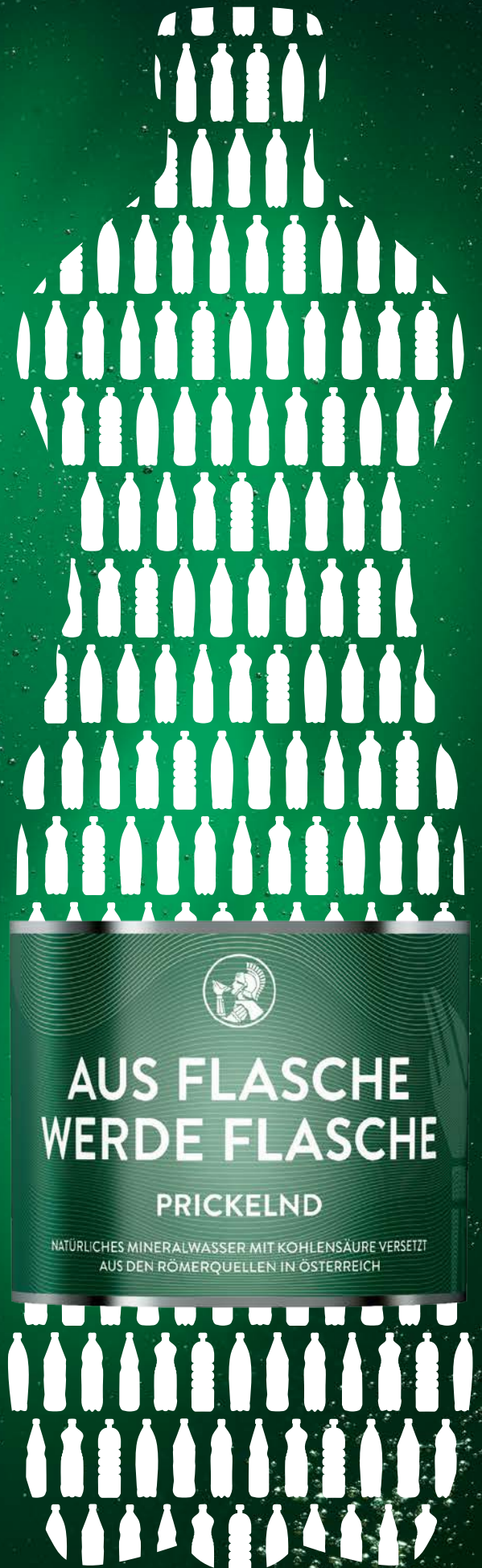
Römerquelle® has made a clear commitment to sustainability and replaced all PET packaging with 100 % recycled packaging. This reduces our carbon footprint by up to 70 %. Thank you, Austria, for every bottle that is collected and can be turned into new bottles.



By choosing our 100 % recycled bottles, you help us reduce your impact on the environment.



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NATÜRLICHES MINERALWASSER MIT KOHLENSÄURE VERSETZT
AUS DEN RÖMERQUELLEN IN ÖSTERREICH

Römerquelle – traditionally sustainable with bottles made of bottles

Römerquelle is well-known for its innovative products building new categories. With the use of bottles made of 100% recycled PET for the entire product portfolio, the company now sets another milestone – as the first beverage brand in Austria, Römerquelle is exchanging its bottles to 100% recycled PET Bottles. Marketing Director Vesna Vlahovic-Dasic and Senior Brand Manager Zaneta Gollner talk about this pioneering step:

What does the brand Römerquelle represent?

Vesna Vlahovic-Dasic: Naturally, Römerquelle represents mineral water of highest quality and great taste, as well as drive for innovation. For instance, Römerquelle Emotion built the nearwater segment and last year, Biolimo leicht was launched. On the other hand, Römerquelle has always been a driver of sustainability. Just like the Romans, we have always been aware of the importance of water as a valuable resource. The switch towards 100 % recycled PET bottles is a clear signal in this direction.

What is essential to make the switch towards 100% rPET across the entire product line?

Zaneta Gollner: A functioning collection system is a fundamental condition. Thanks to partners such as ARA and PET to PET (where used bottles are transformed into valuable resources for new bottles), we can meet the logistic and technical requirements. The most important factor, however, is the correct disposal of used PET bottles by consumers. In this regard, Austria shows great results with 3 bottles out of 4 to be collected.

Why is it so important for Römerquelle to make a switch towards 100% recycled PET across the entire line?

Vesna Vlahovic-Dasic: This step is not meant to be symbolic, as Römerquelle wants to be a sustainability hero. We aim to make a clear com-



Marketing Director
Vesna Vlahovic-Dasic



Senior Brand Manager
Zaneta Gollner

mitment to sustainability and this is only possible if we make a commitment to recycled PET across the entire product range. The process has not been an easy path, especially because of the fact that packaging for food and beverages has to follow strict rules and standards. However, we have been able to achieve this in cooperation with our bottler Coca-Cola HBC and its partners.



World's most valuable brand corporations 2018

US-tech brands corporations most valuable:

1. Apple, 2. Google, 3. Microsoft, Europe's most valuable brand corporation LVMH Group ranks No. 6 worldwide, China in the fast lane gaining +63,8%

The GLOBAL TOP 100 BRAND CORPORATIONS RANKING by European Brand Institute – Europe's independent brand & patent valuation experts, examined more than 3.000 brand corporations and their brands in 16 industries, according to the latest ISO valuation standards.

Global

Facebook, poster child for Consumer Engagement increases its brand value by +30% (EUR 71.166 bn), climbing up to global rank 5 within 5 years. Apple remains world's leading brand corporation with brand values of EUR 153.315 bn (+6%), followed by Google EUR 119.209 bn (+10,5%) and Microsoft EUR 88.243 bn (+14,8%). China Mobile slightly loses and moves to global rank 10 with 50.413 bn (-9,3%).

Europe

French LVMH remains Europe's most valuable brand corporation, representing brand values of EUR 70.776 bn (+41,6%/global rank 6), followed by Belgian AB Inbev EUR 41.877 bn (+0,5%/global rank 18) and Swiss No.1 Nestlé EUR 38.206 bn (+1,2%/global rank 20). German leading brand corporation Volkswagen Group at EUR 25.375 bn (+8,6%/global rank 37) overtaking Deutsche Telekom worth

EUR 25.354 bn (+0,5%/global rank 38). Austria's Red Bull (EUR 15.391 bn /+0,9%) holds global rank 78.

Growth

Average growth of GLOBAL TOP 100 shows +7%. 84% of Global TOP 100 total brand value derives from brand corporations of 5 countries: USA, Germany, U.K., France and China. China's brand corporations growing the fastest (+63,8%) whereas Europeans grow by +8,2% and Americans could barely grow (+0,7%) at a very high level. LVMH shows the highest relative growth in the TOP 10 (+41,6%), followed by Facebook gaining +30%.

Segmentation

US brand corporations are dominating with 48(-1) amongst the TOP 100 brand corporations representing a value share of 58,50%, Europe repre-



| GLOBAL TOP 10 BRAND CORPORATIONS 2018 | |
|---------------------------------------|-----------------------|
| | Brand Value in Mio. € |
| | EUR 153.315 |
| | EUR 119.209 |
| | EUR 88.243 |
| | EUR 81.549 |
| | EUR 71.166 |
| | EUR 70.776 |
| | EUR 61.208 |
| | EUR 61.180 |
| | EUR 58.886 |
| | EUR 50.413 |

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sents 34 (0) (value share 24,72%) with Germans leading, whilst Asia catches up with 18 (+1) (value share 16,78%). 84% of the GLOBAL TOP 100 BRAND BRAND VALUE derives from five countries (USA, U.K., France, Germany and China).

TOP 3 MOST VALUABLE BRAND CORPORATIONS




AUSTRIA

| | | | |
|---|-----|-----------|---------|
|  | EUR | 15.391 bn | (+0,9%) |
|  | EUR | 3.604 bn | (+2,7%) |
|  | EUR | 3.408 bn | (+7,5%) |

CHINA

| | | | |
|---|-----|-----------|-----------|
|  | EUR | 50.413 bn | (-9,3%) |
|  | EUR | 45.011 bn | (+126,5%) |
|  | EUR | 43.021 bn | (+68,5%) |




FRANCE

| | | | |
|---|-----|-----------|----------|
|  | EUR | 70.776 bn | (+41,6%) |
|  | EUR | 22.706 bn | (+38,9%) |
|  | EUR | 16.499 bn | (+1,0%) |


GERMANY

| | | | |
|---|-----|-----------|---------|
|  | EUR | 25.375 bn | (+8,6%) |
|  | EUR | 25.354 bn | (+0,5%) |
|  | EUR | 24.321 bn | (+6,8%) |

JAPAN

| | | | |
|---|-----|-----------|---------|
|  | EUR | 32.987 bn | (+3,1%) |
|  | EUR | 22.081 bn | (+0,9%) |
|  | EUR | 15.107 bn | (+8,1%) |




SWITZERLAND

| | | | |
|---|-----|-----------|----------|
|  | EUR | 38.206 bn | (+1,2%) |
|  | EUR | 20.920 bn | (+8,1%) |
|  | EUR | 13.225 bn | (+55,3%) |

UNITED KINGDOM

| | | | |
|---|-----|-----------|----------|
|  | EUR | 29.758 bn | (+2,0%) |
|  | EUR | 24.839 bn | (+19,3%) |
|  | EUR | 22.283 bn | (+2,8%) |

USA

| | | | |
|---|-----|------------|----------|
|  | EUR | 153.315 bn | (+6,0%) |
|  | EUR | 119.209 bn | (+10,5%) |
|  | EUR | 88.243 bn | (+14,8%) |

INDUSTRY LEADERS

EUROPE

Automotive:

Volkswagen Group (Germany)

Business Services: **SAP** (Germany)

Consumer Goods: **AB Inbev** (Belgium)

Durables: **Bosch** (Germany)

Financial Services: **HSBC** (U.K.)

Industry: **BASF** (Germany)

Luxury: **LVMH** (France)

Pharma, Health & Biotech:

Novartis (Switzerland)

Retail: **Inditex** (Spain)

Telecommunications:

Telecom (Germany)

Utilities: **Shell** (U.K.)

AMERICA

Automotive: **General Motors**

Consumer Goods: **Coca Cola Company**

Durables: **Nike**

Financial Services: **Wells Fargo**

Industry: **Boeing**

IT & Technology: **Apple**

Logistics: **UPS**

Media & Entertainment: **Walt Disney**

Pharma, Health & Biotech: **Pfizer**

Retail: **Amazon**

Telecommunications: **AT&T**

Utilities: **General Electric**

ASIA

Automotive: **Toyota** (Japan)

Financial Services:

China Construction Bank (China)

Industry: **Tata** (India)

IT & Technology: **Samsung** (Korea)

Retail: **Alibaba Group** (China)

Telecommunications:

China Mobile (China)

Utilities: **PetroChina** (China)

Data based on Fiscal Year 2017

GLOBAL TOP 100



BRAND CORPORATIONS 2018

APPLE remains **most valuable brand corporation worldwide**. Europe's most valuable brand corporation **LVMH Group** ranks **No. 6** worldwide **(+41,6%)**. **CHINA** shows highest brand value increase **+63,8%**. **GLOBAL TOP 100** show a brand value **INCREASE** of **+7%**.

AMERICA

Brand Value: 1.689.387
Global Share: 58,50%
Quantity Share: 48 (-1)

EUROPE

Brand Value: 713.715
Global Share: 27,72%
Quantity Share: 34 (0)

ASIA

Brand Value: 484.509
Global Share: 16,78%
Quantity Share: 18 (+1)

GLOBAL TOP 10 BRAND CORPORATIONS

| RANK | BRAND CORPORATION | INDUSTRY | COUNTRY | BV 2018 * | +/- |
|------|----------------------|-----------------|---------|-----------|--------|
| 1 | Apple | IT & Technology | USA | 153.315 | 6,0% |
| 2 | Google | IT & Technology | USA | 119.209 | 10,5% |
| 3 | Microsoft | IT & Technology | USA | 88.243 | 14,8% |
| 4 | Amazon | Retail | USA | 81.549 | 18,5% |
| 5 | Facebook | IT & Technology | USA | 71.166 | 30,0% |
| 6 | LVMH | Luxury | France | 70.776 | 41,6% |
| 7 | Coca-Cola | Consumer goods | USA | 61.208 | -14,5% |
| 8 | Johnson & Johnson | Consumer goods | USA | 61.180 | 0,2% |
| 9 | AT&T | Telco | USA | 58.886 | -17,5% |
| 10 | 中国移动 China Mobile | Telco | China | 50.413 | -9,3% |

*BV = Brand Value

* in billion EUR

* in billion EUR

USA
1.675.318*
+ 0,7%

U.K.
143.458
+ 2,2%

GERMANY
178.196
+ 5,2%

FRANCE
150.479
+ 23,9%

CHINA
292.032
+ 63,8%

84% of GLOBAL TOP 100 BRAND VALUE derives from 5 countries.

GLOBAL TOP 100 BRAND CORPORATIONS
www.europeanbrandinstitute.com

AUSTRIA'S most valuable brand corporations rely on CONSUMER ENGAGEMENT

Growth winner NOVOMATIC, followed by ERSTE Bank and OMV, Red Bull unchallenged at the top.

The most valuable Austrian brand corporations were presented on July 5th by the European Brand Institute as part of the 14th Austrian Brand Value Study Press Conference in the News Media Tower.

Austria's TOP 10 brand corporations are: 1. Red Bull, 2. Swarovski Group, 3. Novomatic Group, 4. Spar Austria Group, 5. ÖBB Group, 6. Raiffeisen Banking Group, 7. Erste Bank Group, 8. OMV, 9. XXXLutz Group and 10. Vienna Insurance Group. The ten most valuable Austro brand corporations together are worth more than EUR 32.4 bn (+ 1.2%). While XXXLutz overtakes the Vienna Insurance Group and moves up to 9th place, the other placements remain the same. The banking sector is developing positively, with Erste Bank Group (+ 6.2%) and Raiffeisen Banking Group (+ 1.5%) posting encouraging brand value gains.

Austria's fastest growing brand corporations

Red Bull, Austria's only brand corporation of global importance, was once again able to increase its brand value by + 0.9% to EUR 15.247 bn. The world market leader for energy drinks is internationally regarded as a model company for "consumer engagement" and consistent brand investments. Crystal empire Swarovski shines with + 2% and EUR 3,507 bn brand value. Novomatic AG further expands its brand value to EUR 3.169 bn (+ 8.4%).

Growth winner

With an increase of + 8.4% or EUR 246 million in brand value, the Novomatic Group is continuing its supremacy as the fastest growing brand corporation in Austria with the most successful financial year in its 36-year corporate history.

TOP 10 BRAND CORPORATIONS

ÖSTERREICHISCHE MARKENWERT STUDIE 2018

| TOP 10 Brand Corporations 2018 | | |
|--|----------|---------|
| Markenwert in Mio EUR im Vergleich zum Vorjahr | | |
| 1. | € 15.391 | ↑ +0,9% |
| 2. | € 3.604 | ↑ +2,7% |
| 3. | € 3.408 | ↑ +7,5% |
| 4. | € 2.357 | ↑ +4,1% |
| 5. | € 1.927 | ↑ +3,1% |
| 6. | € 1.891 | ↑ +0,1% |
| 7. | € 1.751 | ↑ +5,8% |
| 8. | € 1.229 | ↑ +4,7% |
| 9. | € 900 | ↑ +3,8% |
| 10. | € 796 | ↑ +0,7% |

Wachstumssieger TOP 10 Brand Corporations 2018 in %

- 1. + 7,5%
- 2. + 5,8%
- 3. + 4,7%

Entwicklung Markenwert TOP 10 2015 – 2018 in Mio EUR

The Austrian Brand Value Study 2018 determined from the "TREND TOP500" of June 2018 those domestic corporate brands that are more than 45% Austrian-owned and whose brand values have been assessed according to the current International Standard ISO 10668 and ÖNORM A 6800. The analyses were conducted by the European Brand Institute on the basis of more than 160 Austrian brand companies in 16 industry segments.

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EUROPEAN GOLF BRAND STUDY



Perfect Eagle and European Brand Institute launched 2018 the first brand study in the golf sector, the European Golf Brand Study.

| EUROPA | BSS | BVR |
|--------------|-----|-----|
| Schottland | 370 | AA+ |
| Irland | 366 | AA+ |
| England | 357 | AA+ |
| Portugal | 354 | AA+ |
| Frankreich | 350 | AA+ |
| Spanien | 346 | AA+ |
| Österreich | 343 | AA |
| Deutschland | 339 | AA |
| Schweden | 329 | AA |
| Schweiz | 322 | AA+ |
| Wales | 321 | AA |
| Italien | 299 | A |
| Zypern | 297 | A |
| Dänemark | 283 | A |
| Finnland | 274 | A |
| Norwegen | 271 | A |
| Slowakei | 270 | A |
| Türkei | 269 | A |
| Griechenland | 267 | A |
| Slowenien | 261 | A |
| Durchschnitt | 314 | AA |

Foto: Perfect Eagle

The questionnaire prepared by EBI is based on the latest standard ISO 20671 for brand evaluation. About 500 golfers from all over the D-A-CH region took part in both surveys. The results are reviewed in the Brand Strength Score and the Brand Value Rating.

So far the most valuable golf brands and golf destinations have been evaluated in 2 studies.

The most valuable golf brands

In an anonymous online survey, 75 golf brands were divided and rated according to the 8 elements of brand evaluation ISO 20671 in 5 different categories. The results of the European Golf Brand Study list the TOP 10 brands in the following categories: clothing, golf balls, golf clubs, shoes and trolleys.

In the results, (golf-) megabrands such as Titleist, Callaway, and Adidas are among the front runners which have successfully distinguished their brand with quality and innovation. But also Scandinavian labels such as J. Lindeberg and Galvin Green were able to prevail and compete for the Top 3.

| BEKLEIDUNG | BSS | BVR |
|---------------------------|-----|-----|
| J.LINDBERG J. Lindeberg | 399 | AAA |
| CHERVO Chervo | 387 | AA+ |
| GALVIN GREEN Galvin Green | 384 | AA+ |
| FOOTJOY Footjoy | 373 | AA+ |
| PING PING | 370 | AA+ |
| Nike Nike | 368 | AA+ |
| KJUS Kjus | 367 | AA+ |
| SPORTALM Sportalm | 365 | AA+ |
| BOSS Hugo Boss | 363 | AA+ |
| Under Armour Under Armour | 362 | AA+ |
| Durchschnitt | 374 | AA+ |

© Perfect Eagle

| SCHLÄGER | BSS | BVR |
|-----------------------|-----|-----|
| Titleist Titleist | 417 | AAA |
| Callaway Callaway | 389 | AA+ |
| TaylorMade TaylorMade | 384 | AA+ |
| PING PING | 379 | AA+ |
| Mizuno Mizuno | 353 | AA+ |
| HONMA Honma | 341 | AA+ |
| Cobra Cobra | 339 | AA |
| Wilson Staff Wilson | 321 | AA |
| Cleveland Cleveland | 315 | AA |
| PXG PXG | 295 | A |
| Durchschnitt | 353 | AA+ |

BSS: Brand Strength Score; BVR: Brand Value Rating

Golf destination brands

In part II of the European Golf Brand Study 59 golf destinations were rated according to the 8 elements of the brand evaluation of ISO 20671.

The cradle of golf Scotland scores in the European brand study 2018 with tradition and uniqueness. With Ireland and England the classic golf destinations complete the podium. Quality, service and price are the main features of a valuable destination brand and the driving force factors in the three strongest international destinations Mauritius, United Arab Emirates and Barbados.



ISO 20671

Was sind / What are Certified Brands?

Das Certified Brand Gütesiegel ist das erste internationale Gütesiegel, dessen Vergabe auf einem objektivierten Bewertungsstandard beruht. Das Markenzertifizierungsprogramm wurde in Zusammenarbeit mit Austrian Standards International basierend auf den letztgültigen ISO Standards entwickelt und zeigt, dass die zertifizierte Marke nach internationalen Standards geführt wird.

Das Certified Brand Gütesiegel basiert auf dem Know-How und der über 20 jährigen Erfahrung des European Brand Institutes und eines globalen Teams, die gemeinsam einen die ISO 20671 zur Effizienzsteigerung des Markenmanagements erarbeitet haben.

Die mit dem Certified Brand Gütesiegel ausgezeichneten Unternehmen, Regionen und Vereine arbeiten nach den neuesten internationalen Standards an ihrer Zukunftsfitness und steigern so ihre Werthaltigkeit.

Warum eine Certified Brand werden?

Marken als Differenzierungsmerkmale und wesentliche Wertfaktoren sind sowohl für kleine als auch große Unternehmen, Regionen, Vereine, deren Kunden und Stakeholder und die Volkswirtschaft von großer Bedeutung. Laut den letzten Studien des European Brand Institutes stellt der Markenwert durchschnittlich rund 40 % des Unternehmenswertes dar – Tendenz steigend!

Daher wurde die ISO Norm 20671 „Brand Evaluation“ zur Messung, zum Management und zum Reporting von Marken entwickelt. Der internationale Standard definiert die Kriterien für ganzheitliches Markenmanagement und ermöglicht es Unternehmen, Regionen und Vereinen effizient an der Steigerung des Markenwertes zu arbeiten.

Während des Zertifizierungsprozesses werden Sie von geschulten und unabhängigen Auditoren begleitet, die einen nachvollziehbaren Qualitätsstandard gewährleisten und eine klare Dokumentation der Unternehmenskompetenzen garantieren.

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„Marke ist die Kunst Nummer 1 in den Köpfen der Kunden zu sein. Markenmanagement ist die Fähigkeit diese Kunst in Werte zu verwandeln.“

Dr. Gerhard Hrebicek, MBA

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Wertvolle Markenqualität sichtbar machen

Im Rahmen des Certified Brand Prozesses werden sämtliche Dimensionen des ganzheitlichen Markenmanagements bewusst und Stärken, Schwächen sowie Verbesserungspotenziale aufgedeckt.

Das Aufzeigen schafft wesentliche Wertschöpfungsmöglichkeiten und liefert wertvolle Inputs zur Stärkung des Leaderships.

Die nach dem erfolgreichen Audit zur Verfügung gestellten Zertifikate und Gütesiegel steigern Ihren Stellenwert bei Partnern und Investoren



European Brand Institute awards the world's first "Certified Brand" certificates

On April 18th, 2018, the European Brand Institute presented the world's first "Certified Brand" certificates, to the domestic market leader ELK, Hanlo and Zenker, and the Finanzfuchsgruppe at Novomatic Forum. Gerhard Hrebicek, President European Brand Institute, together with Bobby Calder, Kellstadt Professor of Marketing, Carlos Chanduvi, UNIDO and Elisabeth Stampfl-Blaha, Director Austrian Standards International, presented the first certificates to the "Certified Brand" pioneers Gerhard Schuller, CEO ELK Fertighaus and Christian Mattasits, Managing Director Finanzfuchsgruppe.



The Certified Brand Seal of Quality is the first international seal whose award is based on an objective evaluation standard. The Certified Brand program was developed in cooperation with Austrian Standards International and is based on the latest ISO standards. The Certified Brand Seal of Quality shows that the brand is managed according to the global framework.

Certified Brand is based on the know-how and over 20 years of relevant experience of the European Brand Institute and a global team of brand management experts. Together, they have developed ISO 20671 for increasing the efficiency of value driven brand management.

The companies, regions and associations awarded with the Certified Brand Seal of Quality work on their future fitness in accordance with the highest standards of brand management in order to trigger improvements and increase the value of their brand.

Why become a Certified Brand?

Brands as distinguishing features and essential value factors are of great importance for small as well as for large companies, regions, associations, their customers and stakeholders, and the global economy. According to the latest studies of the European Brand Institute, the brand value represents on average around 40% of the company value - and the trend is rising!

Therefore, the ISO 20671 „Brand Evaluation“ has been developed for the measurement, management and reporting of brands. The new international standard is a framework that defines the dimensions for holistic brand management and enables companies, regions and associations to work efficiently to increase the brand value.

Dr. Gerhard Hrebicek, MBA

During the Certified Brand Process trained independent auditors accompany the company, region or association to guarantee a comprehensive quality standard and a clear documentation of the company's competences.

Make valuable brand quality visible



The Certified Brand Framework introduces the company to all dimensions of holistic brand management and reveals the strengths, weaknesses and potentials for improvements.



The Certified Brand Process triggers improvements in brand management leading to value creation and provides valuable input to strengthen the company's leadership.



The Certified Brand Certificate and Seal of Approval increases the status among partners and investors.

Die Zukunft zu bauen hat
bei uns eine lange Tradition.

60 Jahre ELK



Nummer 1

Österreichischer Marktführer für Fertighäuser.



25.000

gebaute Häuser. Jedes einzelne davon ein Unikat.



49.000

zufriedene Kunden wohnen glücklich in ihrem ELK Haus.

ÖGVS | Gesellschaft für
Verbraucherstudien GmbH



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TESTSIEGER

Test 11/2018, 10 Anbieter
im Test: Service & Erstberatung

News

Informationen unter 0800 500 830

www.elk.at





Markenführer für Fertighäuser



ELK feiert 60 jähriges Jubiläum.

ELK ist nicht nur heimischer Marktführer bei Fertighäusern, das Unternehmen mit Stammsitz in Schrems positioniert sich auch als „Markenführer“. Als einer der Ersten wurde ELK mit den Marken „hanlo Häuser“ und „Zenker“ als „certified brand“ ISO 20671 zertifiziert.



Als Nummer 1 in Österreich und einer der europaweit führenden Hersteller für Häuser in Fertigbauweise ist ELK ein erfahrener und starker Partner, wenn es um die Realisierung von Traumhäusern geht. ELK baut das Haus, das perfekt zu seinen Kunden passt. Aus dem Leben geplant. Von Mensch zu Mensch gebaut. Und durchdacht bis ins Detail.

Ob modernes Einfamilienhaus, komfortabler Bungalow oder Doppelhaus: Jede ELK Häuserwelt eröffnet eine Fülle von Möglichkeiten. Zusätzlich agiert ELK mit ELK Bau als Bauträger und bietet bereits schlüsselfertige Projekte mit Grund oder unterstützt Unternehmen dabei, ein vorhandenes Grundstück optimal zu verwerten. „Vor allem im Umkreis von Wien ist dieses Komplettangebot eine bedeutende Erleichterung für unsere Kunden“, so Stefan Anderl, Geschäftsführer von ELK Bau.

Durchdacht bis ins Detail ist auch der Markenauftritt. Diesen konnte ELK auch im vorigen Jahr weiter verbessern. 2018 war die Zeit der Neuerungen: „Basie-

rend auf Kundenfeedbacks, Fokusgruppen, Marktanalysen und der 60jährigen Erfahrung haben wir der Marke ELK ein jüngeres Design verliehen und

unsere Homepage wie auch sämtliche Drucksorten angepasst. Eine verbesserte Darstellung unserer Produktlinien rundet den neuen Auftritt ab.“, so Thomas Scheriau Geschäftsführer bei ELK.

Neben ELK wird auch die Premiummarke Zenker stetig an die Kundenbedürfnissen angepasst. Anfang 2019 startete Zenker mit Schlüsselfertig Plus. Hier bekommt der Kunde alles was er braucht aus einer Hand und braucht nach erfolgreicher Fertigstellung nur mehr einziehen.

FINANZFUCHSGRUPPE



Leidenschaft für Ihr Unternehmen!

DIE FINANZFUCHSGRUPPE

Eine auf individuelle Bedürfnisse abgestimmte und ausführliche Beratung hat für die FINANZFUCHSGRUPPE als leidenschaftliche Versicherungsvermittler und Vermögensberater oberste Priorität. Nach einer umfassenden Erstanalyse ist „schlau ermöglichen“ nicht mehr nur das Motto der FINANZFUCHSGRUPPE, sondern auch für Sie als Gewerbe- und Industriekunde.

Aufgrund einer sorgfältigen Auswahl an Versicherungs- und Bankenpartnern stehen wir Ihnen als Experten für eine hohe Beratungsqualität in allen Branchen zur Seite.

Die FINANZFUCHSGRUPPE und Ihre selbständigen Kooperationspartner bilden sich fortlaufend weiter und sind so immer auf dem neuesten Stand was die Entwicklung und Trends der Branche entspricht. Und gerade durch den digitalen Wandel und die Globalisierung ändern sich die Risiken für Gewerbe- und Industriekunden immer rasanter.

„Wir bieten Ihnen für Ihr Unternehmen Lösungen aus einer Hand“

*Christian Mattasits
Geschäftsführer der FINANZFUCHSGRUPPE GmbH*

Zusätzlich ist durch den Einsatz modernster Technik die Erreichbarkeit der FINANZFUCHSGRUPPE schnell und effizient geworden, wodurch eine laufende Beratung problemlos gewährleistet ist.

Als erstes Unternehmen in ihrer Branche, welches mit dem „Certified Brand Gütesiegel“ vom European Brand Institutes ausgezeichnet wurde, kann die Qualität der Marke FINANZFUCHSGRUPPE bestätigt werden. „Durch die Zertifizierung sind wir in der Lage sämtliche Markendimensionen unseres Unternehmens ganzheitlich zu managen, um unseren Kunden noch bessere Lösungen anzubieten,“ so Mattasits abschließend.

Starke Marken

als zentraler
Wettbewerbsfaktor

Die Markengeschichte des Traditionsunternehmens Glatz GmbH ist geprägt von mutigen Entscheidungen, Offenheit gegenüber neuen Produkten und langjährigen Partnerschaften. Das Familienunternehmen wird von Jakob Glatz in 4. Generation geführt und setzt seit über 125 Jahren auf den Import und Vertrieb hochwertiger Marken.

Die Markengesellschaft Glatz GmbH fokussiert auf drei starke, eigene Marken: die Kult-Sardine NURI, die Fisch- und Fruchtkonserven der B2B Marke Excelsior und der Reismarke FARMER'S COUNTRY. „Starke Marken sind wesentlicher Wettbewerbsfaktor am Markt und somit zentraler Grundstein für den Unternehmens-Erfolg“, betont Barbara Schloyer, Head of Marketing und damit verantwortlich für sämtliche Kommunikationsagenden und die Produktentwicklung beim erfolgreichen Markenunternehmen.

Wir stellen höchste Qualitätsansprüche an unsere Marken. Veränderungen bedeuten oft Herausforderungen, gleichzeitig aber auch immer eine Chance. Gerade als Traditionsunternehmen müssen wir die Möglichkeit nutzen, uns ständig neu zu erfinden, innovativ zu sein und aktuellen Gegebenheiten anzupassen.“, erklärt Geschäftsführer und Eigentümer des Familienunternehmens, Jakob Glatz.

Das „Certified Brand“-Gütesiegel des European Brand Institutes bestätigt die Markenqualität der Markengesellschaft. Als erstes Unternehmen der Branche mit dieser Auszeichnung, nimmt Glatz GmbH eine Vorbildfunktion ein und ermu-

tigt Partner vermehrt auf Marken und Markenqualität zu achten. „Wir arbeiten stetig am langfristigen Bestehen des Unternehmens, ganzheitliches Markenmanagement nimmt einen hohen Stellenwert in der Unternehmensstrategie ein. Die Wertschätzung unseres Qualitätsverständnisses durch das internationale Gütesiegel ehrt uns sehr“, freut sich Geschäftsführer Christian Trautenberger.

Weitere Infos unter glatz.co.at

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Jakob Glatz und Christian Trautenberger



ISO 20671

Foto: spusu Vienna Capitals

POWERPLAY FÜR SPUSU VIENNA CAPITALS

Die spusu Vienna Capitals dominieren nicht nur die Erste Bank Eishockey Liga, der Hauptstadtclub gehört auch zu den „Big Playern“ in Österreichs Sportlandschaft. Als erster rot-weiß-roter Eishockeyverein wurden die Caps nun als „certified brand“ zertifiziert.

Action, Teamgeist und Leidenschaft. Die Attraktivität der spusu Vienna Capitals lässt sich in Zahlen belegen. Mit einem Gesamtwertbewert von fast 21 Millionen Euro in der vergangenen Saison 2017/2018 positionierten sich die spusu Vienna Capitals erneut als Marke unter Österreichs Sportvereinen. 75,2 Prozent der Caps-Fans stammen aus der finanzstärksten Zielgruppe der 25- bis 29-Jährigen. Ein Drittel der gelb-schwarzen Fangemeinde bilden Frauen. Gemessen an den absoluten Zuschauerzahlen bei Heimspielen waren die Donaustädter in der Saison 2017/2018, nach dem SK Rapid Wien, mit 154.737 Fans der zweitpopulärste Sportverein Wiens. „Es ist das Gesamtpaket, das unsere Fans in den Bann zieht. Dynamik, Leidenschaft, Entertainment, Gänsehaut-

momente und Spannung bis zum Schluss, in familienfreundlicher Atmosphäre“, umschreibt Franz Kalla, General Manager der spusu Vienna Capitals, das Caps-Erfolgskonzept.

Die Verwurzelung der spusu Vienna Capitals in Wien, die Positionierung des Vereins als Hauptstadtclub, mit mehr als der Hälfte gebürtiger Wiener im Kader, sowie das nachhaltige Nachwuchskonzept mit der Vienna Capitals Hockey Academy als Prunkstück haben speziell für Wiener Unternehmen einen großen Wert. Traditionsmarken wie Wiener Städtische Versicherung, Almdudler oder STEFFL The Department Store halten dem Eishockeyverein aus Kagran seit der Gründung im Jahr 2001 die Treue.

Darüber hinaus unterstützen mittlerweile 46 Klein- und Mittelbetriebe die spusu Vienna Capitals im „Vienna Capitals Supporter Club“. Speziell abgestimmte Unternehmenspartnerschaften ermöglichen ihnen einen maximalen Werbe-Output mit einem geringen Budget. „Wir sind sehr stolz über die Verleihung der „certified brand“. Es zeigt einmal mehr, dass wir auf dem richtigen Weg sind“, freut sich Kalla.



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THE INTERNATIONAL SEAL OF
QUALITY FOR VALUABLE BRANDS

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LEADING TO VALUE CREATION.



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