

EUROPEAN BRAND INSTITUTE
LÄDT ZUM



SUSTAINABLE BRAND TALK

on the occasion of World IP Day

26. APRIL 2021 | 15.30 - 18 UHR
APA-Presszentrum
Laimgrubengasse 10, 1060 Wien

www.europeanbrandinstitute.com

SUSTAINABLE BRAND TALK

on the occasion of World IP Day

PROGRAMM 26. April 2021 | APA-Presszentrum, 1060 Wien

15.30 **WELCOME REMARKS**

Moderation: Mag. Sonja **Kato**, unikato communications
DI Dr. Gerhard **Hrebicek**, President European Brand Institute

15.45 **IMPULSSTATEMENT: "CREATING SUSTAINABLE BRANDS"**

Bernardo **Calzadilla-Sarmiento**, Managing Director, Directorate of Digitalization, Technology and Agri-Business, UNIDO

16.00 **"DEMOCRATIZING & PROMOTING IP LEADING TO SUSTAINABLE BRANDS"**

on the occasion of World IP Day

Mag. Philipp **Bodzenta**, Director Public Affairs & Communications Coca-Cola
DI Dr. Gerhard **Hrebicek**, President European Brand Institute
Mag. Herbert **Kovar**, Partner Deloitte Tax Austria
Dr. Andrea **Scheichl**, Vice-President Austrian Patent Office
Mag. Christoph **Schuh**, Head of Corporate Communications & Reputation Management, APC



Deloitte.



Coca-Cola



weekend
MANAGEMENT



VERANSTALTER

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