

EUROPEAN BRAND INSTITUTE
INVITES TO



SUSTAINABLE BRAND TALK

Innovating for a better future

on the occasion of World IP Day

APRIL 26 2022 | 2 - 4 pm
APA-Presszentrum
Laimgrubengasse 10, 1060 Vienna

www.europeanbrandinstitute.com



SUSTAINABLE BRAND TALK

on the occasion of World IP Day

PROGRAM April 26th 2022 | APA-Presszentrum



14.00 REGISTRATION

14.15 WELCOME

Moderation: Sonja Kato, Managing Director communication
Gerhard Hrebicek, President European Brand Institute

OPENING REMARKS

Gerd Müller, Director General UNIDO (video message) (EN)

14.30 SUSTAINABLE BRAND TALK "INNOVATING FOR A BETTER FUTURE" (DE)

How Brands & IP contribute to economic growth

Gerhard Hrebicek, President European Brand Institute

Brands & IP must be protected to be recognized as assets

Julia Andras, Managing Partner/Head of Litigation
Lansky, Ganzger, Goeth, Frankl & Partner law attorneys

Brands & IP assets can be supported by standards

Valerie Höllinger, Managing Director Austrian Standards Institute

Brands & IP are the most important assets for the future & can be collateralized for financing

Herbert Kovar, Partner Deloitte Tax

Vienna as a healthcare hub (video message)

Alexander Biach, Deputy Director, Vienna Chamber of Commerce and Industry

SUSTAINABLE BRAND TALK

on the occasion of World IP Day

PROGRAM April 26th 2022 | APA-Presszentrum



15.15 **BEST PRACTICE CASES PRESENTATIONS**

Groundbreaking innovation for the future in health care, WICU

Financing brands & IP assets of SMEs through tokenization, Essentio

15.45 **CLOSING REMARKS & OUTLOOK**

Bernardo Calzadilla-Sarmiento, Managing Director UNIDO
Directorate of Digitalization, Technology and Agri-Business (EN)

Gerhard Hrebicek, President European Brand Institute

16.00 **END**





ORGANIZER

EUROPEAN BRAND INSTITUTE

Börsegasse 9/8 | 1010 Wien

T: +43 1 532 1000 23

office@europeanbrandinstitute.com

www.europeanbrandinstitute.com