

**April 26, 2019**

15:00 – 18:30

MCI Campus Universitaetsstrasse 15

Department Business & Management

**best practice.**

**Doing Business in Central and Eastern Europe**

**PROGRAM**

15:00	<b>WELCOME &amp; INTRODUCTION</b> Prof. Dipl.-Kfm. Bernd Kirschner Head of Department & Studies International Business & Management, MCI
15:10	<b>CURRENT DEVELOPMENTS IN CEE – HISTORY.TENSIONS.HOPES INSIGHTS IN OUR NEIGHBORS' SOULS AND PERSPECTIVES</b> Dr. phil. Mgr. Bc. Vladan Antonovic, Ph.D. Head of Office, Honorary Consulate of the Czech Republic for Tirol/Vorarlberg Coordinator Transnational Education & Projects, MCI
16:10	<b>GO-TO-MARKET STRATEGIES AND THRIVING WITH INDIRECT CHANNELS: AN INDUSTRIAL GOODS MANUFACTURER'S PERSPECTIVE</b> Mag. (FH) Andreas Eberharter Global Application Engineering Leader – Sales, INNIO Jenbacher GmbH & Co OG
16:40	<b>COFFEE BREAK</b>
17:00	<b>FOREIGN DIRECT INVESTMENT: EGGER'S EXPERIENCE AND PLANS IN CEE</b> Mag. Richard Wallner CFO of Eastern Europe Business Division, Fritz Egger GmbH & Co OG
17:30	<b>OPPORTUNITIES AND CHALLENGES FOR THE SERVICE INDUSTRY IN CEE</b> Mag. (FH) Thomas Fritz Business Development & Marketing Director, ILF Consulting Engineers
18:00	<b>PANEL DISCUSSION WITH GUEST SPEAKERS</b>
18:30	<b>HAPPY NETWORKING</b>

**REGISTRATION**

Please register until April 22, 2019,  
via e-mail:

**patrizia.aigner@mci.edu**