

May 04, 2018

3.00 – 7.00 p.m.

MCI Campus Universitätsstraße

Department Business & Management

**best practice.**

**Doing Business in Central and Eastern Europe**

**PROGRAM**

15:00 **WELCOME & INTRODUCTION**  
Prof. Dipl.-Kfm. Bernd Kirschner  
Head of Department & Studies Business & Management, MCI Management Center Innsbruck

15:15 **ON THE EVE OF PUTIN'S FOURTH TERM AS RUSSIAN PRESIDENT - WHERE ARE WE HEADING TO?**  
Univ.-Prof. Dr. Gerhard Mangott  
Professor of Political Science, University of Innsbruck

16:30 **FOREIGN DIRECT INVESTMENT: EGGER'S EXPERIENCES AND PLANS IN CEE**  
Mag. Richard Wallner  
CFO of Eastern Europe Business Division, Fritz Egger GmbH & Co OG

17:00 **COFFEE BREAK**

17:30 **OPPORTUNITIES AND CHALLENGES FOR THE SERVICE INDUSTRY IN CEE**  
Mag. (FH) Thomas Fritz  
Business Development & Marketing Director, ILF Consulting Engineers

18:00 **GO-TO-MARKET STRATEGIES AND THRIVING WITH INDIRECT CHANNELS:  
AN INDUSTRIAL GOODS MANUFACTURER'S PERSPECTIVE**  
Mag. (FH) Andreas Eberharter  
Technical Solutions Director, Distributed Power – GE Power

18:30 **PANEL DISCUSSION WITH GUEST SPEAKERS**

19:00 **HAPPY NETWORKING**



**REGISTRATION**

Please register until

April 25, 2018 via e-mail:

[michaela.muigg@mci.edu](mailto:michaela.muigg@mci.edu)