

# PUEBLA IN STYRIA

November 19<sup>th</sup> – 23<sup>th</sup>, 2018

## Sunday, 18.11.2018: Arrival Graz

06.15 pm **ARRIVAL** at Graz Airport (FRA – GRZ, LH 1580)  
Pick Up by Alexandra Neugebauer +43 664 8179 369  
Transfer to NH Graz City Hotel | Karmeliterplatz 4a/4b 8010 Graz & Check-In

## Monday, 19.11.2018: Education & Training

09.00 am **MEETING POINT** | Hotel Lobby  
Pick Up by Daniela Guß & Transfer to ICS

09.30 am **PRESENTATION REGION OF STYRIA & THE ICS**  
Internationalisation Center Styria (ICS) | Lindweg 33, 8010 Graz  
Robert Brugger, CEO ICS

10.30 am **PRESENTATION BUSINESS LOCATION STYRIA**  
Mayer-Riekh-Zimmer | Styrian Economic Chamber | Körblergasse 111-113, 8010 Graz  
Robert Steinegger, Institute for Economic and Location Development

11.00 am **STYRIAN ECONOMIC CHAMBER**  
Wolfgang Jaritz, Styrian Economic Chamber

11:30 am **PRESENTATION DUAL EDUCATION | INSTITUTE OF VOCATIONAL TRAINING**  
Martin Neubauer, CEO WIFI

01:00 pm **NETWORKING LUNCH**  
Restaurant Stoffbauer | Oberer Plattenweg 21, 8043 Graz

03:00 pm **OFFICIAL WELCOME**  
Mayer-Riekh-Zimmer | Styrian Economic Chamber | Körblergasse 111-113, 8010 Graz  
Josef Herk, President of the Styrian Economic Chamber

03:30 pm **VISIT & TOUR TALENT CENTER**  
Körblergasse 106, 8010 Graz  
Konstantin Umdasch, Talent Center

04.30 pm Transfer to NH Hotel

07.15 pm **MEETING POINT** | Hotel Lobby  
Pick Up by Daniela Guß & Alexandra Neugebauer & walk up the Schlossberg (hill)

08.00 pm **BUSINESS DINNER with guests**  
Schlossberg Restaurant Graz | Schloßberg 7, 8010 Graz

**Tuesday, 20.11.2018: Automotive**

- 08.30 am **MEETING POINT** | Hotel Lobby  
Pick Up by Daniela Guß +43 664 8179 273 & Bus Transfer
- 09.00 am **PRESENTATIONS MOBILITY**  
FH Joanneum | Meeting room AP149.327, Alte Poststraße 149, 3<sup>rd</sup> floor
- **ACSTYRIA MOBILITY CLUSTER** | Christa Zengerer, CEO
  - **FH JOANNEUM – AVIATION INSTITUTE** | Holger Flühr, Professor Institute Aviation
  - **FH Joanneum – AUTOMOTIVE INSTITUTE** | Kurt Steiner, Head of Department of Engineering
  - **AUTOMOTIVE PUEBLA** | Luis Espinosa Rueda, Vice-President of the Automotive Cluster Puebla-Tlaxcala (CLAUZ)
- 10.30 am **SITE VISIT** | FH Joanneum
- 11.30 am Bus Transfer to Voitsberg
- 12.00 pm **LUNCH** | Buchhaus Ritt | Hauptplatz 39, 8570 Voitsberg
- 01:15 pm Bus Transfer to Köflach
- 01.30 pm **COMPANY VISIT & PRESENTATION** | Krenhof AG & ABV  
Judenburgerstraße 188, 8580 Köflach  
Matthias Hartmann, CEO Krenhof AG  
Sonja Hutter, CEO ABV Ausbildungsverbund
- 03.00 pm Bus Transfer to Graz
- 04.00 pm Free Time (see recommendations for restaurants)

**Wednesday, 21.11.2018: Smart City**

- 09.30 am **MEETING POINT** | Hotel Lobby  
Pick Up by Alexandra Neugebauer & walk to Town Hall
- 10.00 am **OFFICIAL WELCOME CITY OF GRAZ**  
Rathaus/Townhall, Baumkircherzimmer, 2<sup>nd</sup> floor  
Bertram Werle, CEO Office for Urban Planning, Development and Construction
- 10.10 am **PRESENTATION SMART CITY GRAZ & SCIENCE TOWER**  
Thomas Drage, Office for Urban Planning, Development and Construction  
Markus Pernthaler, Architect of the Science Tower
- 11.10 am **PRESENTATION SMART CITY PUEBLA & CIUDAD MODELO**  
Gabriel Martinez-Parente, Presentation Ciudad Modelo  
Luis A. González Arenal, Presentation Smart City Puebla
- 12:15 pm Transfer to Restaurant

- 12.30 pm **BUSINESS LUNCH** | Streets Graz | Waagner-Biro-Straße 109, 8020 Graz
- 02.00 pm **SCIENCE TOWER & GREEN TECH CLUSTER**  
Waagner-Biro-Straße 100, 8020 Graz  
Johann Koinegg, Green Tech Cluster Styria
- 03.30 pm Return to Hotel
- 06.00 pm **MEETING POINT** | Hotel Lobby & Walk to the Murinsel with Alexandra Neugebauer
- 06.30 pm **NETWORKING EVENT | STYRIA MEETS PUEBLA**  
Murinsel Graz | Lendkai 19, 8020 Graz
- 06.30 pm Registration  
Moderation: Robert Brugger
- 07.00 pm Opening Remarks | Barbara Eibinger-Miedl, Minister for Economy, Tourism, Europe, Science and Research of the Federal State of Styria
- 07.10 pm Presentation Region of Puebla | Luis A. Gonzalez Arenal
- 07.40 pm Signing of the Memorandum of Understanding Styria & Puebla
- 07:50 pm Networking Buffet | Styrian-Mexican Food

### Thursday, 22.11.2018: Green Tech & Sustainability

- 08.15 am **MEETING POINT** | Hotel Lobby  
Pick up by Melanie Pfaffenberger & *Bus Transfer to Frohnleiten*
- 09.00 am **SITE VISIT | KOMPTECH GMBH**  
Ewald Konrad, Sales Director Komptech GmbH  
Kühau 37, 8130 Frohnleiten
- 12.00 pm Transfer to St. Margarethen an der Raab
- 01.00 pm **EXHIBITION STYRIAN PRODUCTS & LUNCH**  
XTEC, Innovationspark 2, 8321 St. Margarethen a. d. Raab
- 02.00 pm Transfer to Layjet & Go Fair
- 02.30 pm **PRESENTATION ECO REGION KAINDORF & SITE VISIT**  
Ebersdorf 230, 8273 Ebersdorf  
Rainer Dunst | Chairman Eco region Kaindorf
- 04.00 pm **SITE VISIT | CRAFT BREWERY TONI BRÄU**  
Wagenbach 61, 8273 Ebersdorf
- 06.30 pm *Bus Transfer back to Graz*

## Friday 23.11.2018: Creative Industries

- 09.00 am **MEETING POINT** | Hotel Lobby  
Pick up by Alexandra Neugebauer/Daniela Guß & Transfer to Creative Industries Styria Office
- 09.30 am **PRESENTATION CREATIVE INDUSTRIES STYRIA & CITY OF DESIGN**  
Marienplatz 1, 8010 Graz  
Eberhard Schrempf, CEO Creative Industries Styria
- PRESENTATION FH JOANNEUM Department Media & Design**  
Karl Stocker, Head of Department
- 12.00 pm *Transfer to Restaurant*
- 12.15 pm **BUSINESS LUNCH** | Der Steirer | Belgiergasse 1, 8020 Graz
- 1.30 pm **MEETING MOODLEY BRAND IDENTITY – FIFTEEN SECONDS**  
Nikolaiplatz 5, 8020 Graz  
Mike Fuisz, CEO moodley brand identity  
Stefan Stücklschweiger, CEO of Fifteen Seconds Festival
- 02.30 pm Walk to the City of Graz – Department of Economic Affairs and Tourism
- 02.45 pm **MEETING I DEPARTMENT OF ECONOMIC AFFAIRS AND TOURISM**  
Stigergasse 2/I, 8020 Graz  
Andreas Morianz, Deputy Head of Department
- 03.45 pm Walk to the History Museum Graz
- 04.00 pm **TOUR THROUGH HISTORY MUSEUM GRAZ**  
Sackstraße 16, 8010 Graz  
Guided Tour with the architects of INNOCAD who did the exhibition design of the museum.
- 05.00 pm Walk to Meetingroom
- 05.30 pm **WRAP UP SESSION**  
Cocoquadrat, Entenplatz 1a, 8020 Graz
- 06.30 pm **OPENING OF CHRISTMAS MARKET @ OLD TOWN of GRAZ**

## SATURDAY 24.11.2018: DEPARTURE

- Individual Check-Out Hotel & Transfer to Airport
- 10.00 am **DEPARTURE** from Graz (GRZ-FRA, LH 1577)

## CONTACT

### ICS Internationalisierungszentrum Steiermark GmbH

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