

AUSSEN  
WIRTSCHAFT  
**THE NEXT BIG THING**

**WIRTSCHAFTSMISSION TO SXSW 2023**

Thursday, 9.3.2023 – Tuesday, 14.3.2023

[Version: 05.01.2023]

**PROGRAM**

Austin, Texas

How will you shape the future of your organization? What are the global trends around innovation, creativity, and technology? Welcome to the SXSW, the world's largest annual event at the intersection of technology, creative industries, social change, innovation and more.

*"Austin is, and will continue to be, the birthplace and final resting place of all that is cool." – Jim Rome*

This event is co-sponsored by



A shared export initiative by the Federal Ministry for Labor and Economic Affairs and the Austrian Federal Economic Chamber



# The Next Big Thing (Version 01.12.2022)

## AUSTRIA @ SXSW 2023

Austin | 9.3.2023 – 14.3.2023

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**Background**      **South by Southwest Festival - SXSW**  
Founded in Austin, Texas in 1987, SXSW is now one of the world's most important tech and innovation conferences. Up to 500,000 people used to come to Austin for this event each year. CEOs, tech pioneers and some of the biggest names in media and journalism are present. [www.sxsw.com](http://www.sxsw.com)

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**Program Highlights**      **Exclusive Austria Lounge @ innovationbridge.eu | March 10<sup>th</sup> – March 14<sup>th</sup>**  
The "Austria Lounge" is located at Wax Myrtle's at the Thompson Hotel. This club is centrally located and in walking distance to all major SXSW activities. The Austria Lounge will be available to Austrian delegates as a networking and retreat area. Each day the program kicks off with brain teaser keynotes and panel discussions with interesting speakers. In addition, the Dutch and German delegations are also participating at the innovationsbridge.eu initiative.

**Traditional Steak Dinner @ Ill Forks hosted by PwC Austria | March 10<sup>th</sup>**  
Ill Forks Steakhouse brings a sophisticated club-like ambience with an elegant bar and lounge to Austin. PwC Austria hosts the first dinner for the Austrian delegation to kick-off the SXSW 2023 experience.

**Daily curated conference visit**  
SXSW is complex to navigate, and numerous events take place simultaneously. The experts from AUSSENWIRTSCHAFT AUSTRIA as well as local curators are prepared to recommend the most exciting key notes and panel discussions. Focused daily programs will be provided for the overarching themes **Future of the Workplace**, **Technologies of Tomorrow** and **Trends in Creativity and Media**.

- Here you can find the current [detailed program of SXSW 2023](#)
- An overview of the 15 different tracks can be found [here](#).

**Austria Night @ SXSW 2023**  
The Austria Night @ SXSW, hosted by ADVANTAGE AUSTRIA, was a major highlight event in 2022, with more than 700 registered guests. By means of a projection installation by the Austrian art collective OMAi, guests were able to contribute with spontaneous drawings and animations of emerging technologies and futuristic scenarios and thus shed light on the human perspectives and expectations behind the buzz. As another special highlight, the audience also enjoyed two special music showcases by the Austrian artists CID RIM and James Hersey.

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SXSW Experience Houses      **TBC**

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**Thursday, 9.3.2023**

Vienna – Austin | Arrival Day

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**INDIVIDUAL ARRIVAL IN AUSTIN**

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**TRANSFER FROM AIRPORT TO THE HOTEL** | 30 minutes

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**CHECK IN AT HOTEL**

Most of the delegation is divided among the following hotels:

**Tommie**

**Courtyard Marriott -  
Downtown**

**Holiday Inn – Town Lake**

[Maps](#) | [Website](#)

[Maps](#) | [Website](#)

[Maps](#) | [Website](#)

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**From 20:30**

**INTERNAL WELCOME GET TOGETHER @ THE PUB**

**Procedure:**

- Delegation arrives at the restaurant individually
- Informal dinner and networking

Venue: **The Pub**

214 W 4th St | Suite A | Austin, TX 78701 | [Location](#)

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Friday, 10.3.2023

## Austin

**BETWEEN 08:00  
AND 23:00**

### INDIVIDUAL PICKUP OF CONFERENCE BADGE

It is a prerequisite of the SXSW that every participant must pick up his or her conference badge personally. It is **not possible** to be represented by someone else for the pickup procedure.

A government-issued **photo ID** and **verification of vaccination** or **recent negative COVID test** is required to collect and maintain your credential.

Venue: **Austin Convention Center | Exhibition Hall 1**

500 E Cesar Chavez St | Austin, TX 78701 | [Location](#)

**08:30**

### INFORMAL KICKOFF BREAKFAST WITH THE DELEGATES THAT ARRIVED EARLY

Venue: **innovationbridge.eu @ Wax Myrtle's**

506 San Jacinto Blvd | Austin, TX 78701 | [Location](#)

**09:30**

### MEET YOUR TRACK CURATOR

Our program curators will pitch their track of the day with the aim to give the delegates an overview of various panels that they could attend:

- **Trends in Creativity & Media**  
Curator: Reanne Leuning, Director Creative Industries, ADVANTAGE AUSTRIA Vienna
- **Technologies of Tomorrow**  
Curator: Tony Emsenhuber, The Austrian Deputy Trade Commissioner to the U.S., ADVANTAGE AUSTRIA Los Angeles
- **Sustainable Future**  
Curator: Victoria Liedl, Sector Manager, Startups & Innovation, ADVANTAGE AUSTRIA New York

It is also possible to discover SXSW individually and **compose your own itinerary**.

**Exact scheduling will be determined within the next few weeks!**

Venue: **Wax Myrtle's**

**10:00 – 18:00**

Curated  
SXSW Programs

### SUSTAINABLE FUTURE

How AI can save us from climate change

[Link](#)

### TECHNOLOGIES OF TOMORROW

10 Breakthrough Technologies of 2023

[Link](#)

### TRENDS IN CREATIVITY & MEDIA

How XR is revolutionizing the music industry

[Link](#)

"Sustainable" isn't enough: Food scarcity + Agtech

[Link](#)

The Breakthrough of Alternative Data: A New Era of Market Research

[Link](#)

New Media for the new space age

[Link](#)

The space-age science fighting global hunger

[Link](#)

Digital Warfare with one of the greatest hackers

[Link](#)

Pioneering the future of textiles

[Link](#)

**18:00**

**TRADITIONAL STEAK DINNER HOSTED BY PWC AUSTRIA**

This is the first occasion where the whole delegation gets together at one place. The focus is on arriving in Texas together and getting to know each other. The Digital Consulting department of PwC Austria is hosting this first joint dinner.

Venue: **III Forks**

111 Lavaca St | Austin, TX 78701 | [Location](#)

**AFTERWARD**  
(until 23:00)

**RECOMMENDATION:  
OFFICIAL OPENING**

This is the official opening event at SXSW.

Venue: **TBA**

**RECOMMENDATION FOR STARTUPS:  
STARTUP CRAWL**

(17:00 – 21:00)

The official startup kick-off night.

Venue: **Capital Factory**

701 Brazos St | Austin, TX 78701

[Location](#)

**AFTERWARD**  
(starts at 20:00  
until 23:00)

**RECOMMENDATION: INTERACTIVE OPENING PARTY SXSW**

We will kick off our SXSW experience at the SXSW Interactive Opening Party. Here, we will mix and mingle with other creatives and techies while enjoying live music, an open bar, and special surprises.

Venue: **TBA**

**Saturday, 11.3.2023**

## Tomorrow Day

Tomorrow Day illuminates the extraordinary new ideas that inspire us to get excited about tomorrow. From the quantum computer to the next generation of contactless interfaces, today's sessions provide a platform for discussion and an outlook on what life will look like in the coming decades.

**Dress code** for the day: smart casual

**08:30**

### **OFFICIAL WELCOMING OF THE AUSTRIAN DELEGATION FOLLOWED BY A BRAIN FUSION BREAKFAST | WHAT WILL THE WORLD LOOK LIKE IN 2035?**

Venue: [innovationbridge.eu](https://innovationbridge.eu) @ Wax Myrtle's  
506 San Jacinto Blvd | Austin, TX 78701

#### **WELCOME AT SXSW**

#### **OPENING STATEMENT: MAPPING THE PATH TOWARD THE FUTURE**

How is it possible to remain innovative and to continue to find new ways into the future under increasingly challenging circumstances? The pandemic was a trampoline for digitalization and further development. We need to show a broader repertoire of technologies and applications. The future concerns us all because new technologies are a turbo for every business location. Therefore, it needs open-minded people like you to drive innovation and pioneering technologies. The aim is to make this future comprehensible and shapeable.

**09:30**

#### **MEET YOUR TRACK CURATOR**

The program curators will pitch their schedule of the day again:

- **Trends in Creativity & Media** | Reanne Leuning
- **Sustainable Future** | Victoria Liedl
- **Technologies of Tomorrow** | Toni Emsenhuber
- **Individual track and special highlights** | Andreas Hladky

Venue: [innovationbridge.eu](https://innovationbridge.eu) @ Wax Myrtle's  
506 San Jacinto Blvd | Austin, TX 78701 | [Location](#)

### **VISIT OF KEY NOTES, PANEL DISCUSSIONS AND EXHIBITION HOUSES OF COUNTRIES AND COMPANIES**

Connected to: Data Era Human Expansion Generate & Drive AgriTech & Food Smart Living  
All transfers between the following program points are between 5 and 15 minutes walking distance

**10:00 – 18:00**

Curated  
SXSW Programs

#### **SUSTAINABLE FUTURE**

Woman in Climate Tech:  
Reaching net-zero by 2050  
[Link](#)

#### **TECHNOLOGIES OF TOMORROW**

Featured Session:  
Building an open  
Metaverse  
[Link](#)

#### **TRENDS IN CREATIVITY & MEDIA**

AI & Cultural Trends: How  
Data Forecasts Futures  
[Link](#)

Curated SXSW Programs	<b>SUSTAINABLE FUTURE</b> Can plastic-eating enzymes save our planet? <a href="#">Link</a>	<b>TECHNOLOGIES OF TOMORROW</b> Featured Session: Amy Webb launches 2023 emerging tech trend report <a href="#">Link</a>	<b>TRENDS IN CREATIVITY &amp; MEDIA</b> Brand Building & Storytelling in the digital age <a href="#">Link</a>
	Earthglow: An Astronauts perspective <a href="#">Link</a>	The Future of AI: From artificial to augmented <a href="#">Link</a>	Esports – the newest entertainment medium <a href="#">Link</a>
	Hydrogen energy: climate hope or climate hype? <a href="#">Link</a>	Atoms vs. Bits: Complex hardware makes a comeback <a href="#">Link</a>	The future of play: new platforms, games and tech <a href="#">Link</a>
<b>18:00</b> (TBC)	<b>EXCLUSIVE NETWORKING WITH ACCENTURE</b>		
	<p><b>Background:</b> Accenture will be hosting a cocktail party at their office where the most interesting and creative people at SXSW will enjoy fabulous food, amazing drinks, serious networking and live entertainment, while experiencing some of the most groundbreaking innovations in tech.</p>		
	<p>Venue: <b>Accenture Office</b>          323 Congress Ave   Austin, TX 78701   <a href="#">Location</a></p>		
<b>AFTERWARD</b>	<b>VISIT OF ACTIVITIES AND CONCERTS IN RAINEY STREET</b>		
	<p>The iconic Rainey Street is home to many SXSW venues. The community has a rich history in music, and today, atmospheric bars, food trucks, and live music combine to make Rainey Street a consistent top attraction in Austin.</p>		

**Sunday, 12.3.2023**

## The Data Era

Technologies and innovations related to the Data Era are expected to play a substantial role in virtually any industry. By 2035, data will be interfering in many aspects, from public administration, economics, and law-making, to environmental and personal care factors. This is due to its potential of embodying comprehensive tools capable of influencing every inch of this entire world.

**Dress code** for the day: smart casual

**08:30**

### **BRAIN FUSION BREAKFAST**

**Procedure:**

- 08:30 | Opening statement | Günther Schabhüttl, Head of Innovation at ADVANTAGE AUSTRIA
- 08:40 | Introduction to today's topic in relation to the Innovation Map | Marie-Therese Barth, Innovation & Digitalization, Austrian Federal Economic Chamber

### **BREAKFAST TALK: (NO) LIMITS IN HUMAN AUGMENTATION**

- Speaker TBA

**09:30**

### **MEET YOUR TRACK CURATOR**

The program curators will pitch their schedule of the day again:

- **Trends in Creativity & Media** | Reanne Leuning
- **Startup Insights** | Victoria Liedl
- **Technologies of Tomorrow** | Toni Emsenhuber
- **Individual track and special highlights** | Andreas Hladky

**Venue: Wax Myrtle's Club**

506 San Jacinto Blvd | Austin, TX 78701

## **VISIT OF KEY NOTES, PANEL DISCUSSIONS AND EXHIBITION HOUSES FROM COUNTRIES AND COMPANIES**

Connected to: Data Era Human Expansion | Generate & Drive | AgriTech & Food | Smart Living

All transfers between the following program points are between 5 and 15 minutes walking distance.

**10:00 – 18:00**

Curated SXSW Programs

### **STARTUP INSIGHTS**

7 Surprising Secrets of Successful Unicorns

[Link](#)

### **TECHNOLOGIES OF TOMORROW**

Metawashing!?! A futurists view on the Metaverse

[Link](#)

### **TRENDS IN CREATIVITY & MEDIA**

Bye Boring, Hi Bold: The future of B2B marketing

[Link](#)

Finding the right Angel Investors for your startup

[Link](#)

Digital Sedation: A new alternative to Anesthesia

[Link](#)

NASA combines Art & Science to explore & innovate

[Link](#)



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Curated SXSW  
Programs

**STARTUP INSIGHTS**

Success in the US Market  
as a foreign-born  
Founders

[Link](#)

**TECHNOLOGIES OF  
TOMORROW**

Hello World: Brain  
Computer interfaces at  
scale

[Link](#)

**TRENDS IN CREATIVITY &  
MEDIA**

Social Trends: Separating  
the signal from the noise

[Link](#)

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The highs and lows of  
being a first-time Founder

[Link](#)

Mind the machines:  
Technology and mental  
health

[Link](#)

Featured Session: 15 non-  
obvious Trends shaping  
our future normal

[Link](#)

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**18:00**  
(until 22:00)

**AUSTRIA NIGHT @ SXSW 2023**

**Agenda:**

- 18:00 | Doors open
- 18:30 | Welcome remarks
- 18:50 | Introduction to tonight's interactive activation activity
- 19:30 | Live Music Performance

**Background:** The Austria Night @ SXSW 2023, hosted by ADVANTAGE AUSTRIA, will beam us into a new reality.

Venue: **Wax Myrtle's Club**

506 San Jacinto Blvd | Austin, TX 78701 | [Location](#)

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**Monday, 13.3.2023**

## Austin: Adaptation & Resilience Day

The last few years have forced us to rethink how together we respond to increasing disruptions. Societal resilience is our collective capacity to anticipate, absorb, and adapt to disruption. Our resilience will continue to be called upon to address disruptions like pandemics, new business models, and global sustainability. We are rethinking how we identify what businesses and societies need when disrupted so we can develop the technologies, systems, and partnerships to weather the storms.

**Dress code** for the day: smart casual

**08:30**

### **BRAIN FUSION BREAKFAST | RESILIENCE IN BUSINESS AND NUTRITION**

#### **IMPULSE STATEMENT: RESILIENT COMPANIES: WHY ANTICIPATING FAILURE CAN GUARANTEE A BULLETPROOF STRATEGY FOR NOW AND THE FUTURE**

- Speaker TBA

Venue: [innovationbridge.eu](https://innovationbridge.eu) @ Way Myrtle's

506 San Jacinto Blvd | Austin, TX 78701 | [Location](#)

**09:30**

### **MEET YOUR TRACK CURATOR**

The program curators will pitch their schedule of the day again:

- **Sustainable Future** | Victoria Liedl
- **Technologies of Tomorrow** | Toni Emsenhuber
- **Trends in Creativity & Media** | Reanne Leuning
- **Individual track and special highlights** | Andreas Hladky

Venue: **Wax Myrtle's Club**

**10:00 – 17:00**

Curated SXSW  
Programs

#### **SUSTAINABLE FUTURE**

Featured Session:  
Building a sustainable  
economy in the Metaverse  
[Link](#)

Founders of the Future: A  
new Leadership Paradigm  
[Link](#)

Making Electric Mobility  
practical for all  
[Link](#)

#### **TECHNOLOGIES OF TOMORROW**

Your brain data and the  
future of mental health  
[Link](#)

Web3, Metaverse and  
modern storytelling  
[Link](#)

What robots can teach us  
about autonomous  
vehicles  
[Link](#)

#### **TRENDS IN CREATIVITY & MEDIA**

The future of digitally  
native art and music  
[Link](#)

Featured session: Design  
for a better future  
[Link](#)

Future of healthcare: food,  
microbes & bioactives  
[Link](#)

**17:00**

### **INTERNATIONAL MIXER NETWORKING EVENT**

This networking meeting offers the Austrian delegation the unique opportunity to get exposure to a lot of entrepreneurs, artists, innovators and thought leaders from the U.K., the Netherlands and Germany.

Venue: **TBA**

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Parallel programs for evening activities

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**18:00**

(until 20:00)

**RECOMMENDATION "STARTUPS" | MASSCHALLENGE SOCIAL INNOVATION MIXER**

Join MassChallenge and the National Security Innovation Council for an unofficial 2022 SXSW social mixer. Guests can expect to spend the evening mingling with key leaders in the aerospace and defense industry as well as meet some of the most innovative startups located within the Texas ecosystem.

Venue: **TBA**

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**19:00 TBC**

(until 23:00)

**RECOMMENDATION "MUSIC" | DETROIT MUSIC NIGHT**

Midwest House's nightly presentation of some the hottest artists the Heartland has to offer.

Venue: **Midwest House @ Half Step**

75 ½ Rainey Street | Austin, TX 78701 | [Location](#)

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**18:00**

(until 22:00)

**OPTIONAL | VISIT OF A RODEO**

Staying true to the official sport of Texas, Austin hosts one of America's top ProRodeos every March. 1.5 hours of rodeo and a one-hour concert of WALK THE MOON on the arena stage.

[Tickets](#) can be bought here!

Venue: **Rodeo Austin**

9100 Decker Lake Road | Austin, TX 78724

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**Tuesday, 14.3.2023**

Austin – Vienna

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**08:30 DELEGATION DEBRIEF BREAKFAST**

Together, we will look back on the past few days, share our experiences with each other and discuss how the insights we have gathered will influence our daily business and our perspective on work-related topics.

Venue: **Wax Myrtle's Club**  
506 San Jacinto Blvd | Austin, TX 78701

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**10:30 VISIT OF THE SXSW TRADE SHOW**

As the largest exhibition at SXSW, the fair brings conference discussions to life with endless, unexpected opportunities for discovery. Nowhere else at SXSW you will find so many creative companies and organizations in one place. This year, the trade show will feature the following national pavilions: Australia, Belgium, Brazil, Canada, Costa Rica, France, Germany, Israel, Japan, Panama, Poland, Saudi Arabia, South Africa, South Korea, Spain, Sweden, New Zealand, Ukraine, Uruguay, and the UK.

Venue: **Austin Convention Center**  
500 E Cesar Chavez St | Austin, TX 78701

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**INDIVIDUAL DEPARTURE FROM AUSTIN**

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## IMPORTANT CONTACT DATA & INFORMATION

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### ADVANTAGE AUSTRIA Vienna

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**Volker Ammann**

The Austrian Trade Commissioner in Los Angeles



**Reanne Leuning**

Program Manager Creative Industries and Large-Scale Events in Vienna



**Daniel Zawarczynski**

The Austrian Trade Commissioner in San Francisco and  
Co-Director Open Austria

**U.S. Emergency Number**

911

**Please bring a vaccination card and a photo ID (passport) with you for all activities**

The language for all events is English